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Agenda for American Renewal

A handwritten signature in white ink, reading "George W. Bush". The signature is fluid and cursive, with the first name "George" and last name "Bush" clearly distinguishable.

George Bush
President of the United States

I. Introduction: The Challenge

America stands at the edge of a new era, a new century. Here is my bridge to the other shore: An Agenda for American Renewal — diagnosing the economic problems we face, setting forth the principles to guide our actions, and explaining the approach I am pursuing.

Over past weeks I have been discussing some of the elements of my economic agenda. In coming weeks I will be expanding on my ideas. This document shows how the pieces fit together.

It is important to step back for a moment, to take stock of where we are as a great nation in the broader sweep of history.

The American people have just completed the greatest mission of all, the triumph of democratic capitalism over imperialistic communism. Mission accomplished.

Throughout history, when long wars end, people have been confronted with the problems of converting to peacetime and establishing a new basis for securing peace and prosperity.

In wartime, the costs of Government are always high. Domestic needs are not fully met. In times of conflict, a good nation tries to look after its poor, its sick, its elderly, its less privileged members, but not as completely as it should or would like to.

Today, this year, for the first time since December 1941, the United States is not engaged in a war, hot or cold.

We are a nation at peace. But being at peace with others and being at peace with ourselves are different things. The one we have achieved. The other, we can and will.

The American people recognize this historical watershed. They want and deserve a peacetime system of taxation, a peacetime freedom from unnecessary intrusion into our lives, a peacetime commitment to sound money, a peacetime dedication to unfinished work and unsolved problems close to home.

At the same time, Americans are aware of epic changes in the world and the economy. They sense the disquiet in many of the industrialized democracies that have been our partners in the long struggle. Our own economy has been going through some profound changes. And I un-

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derstand how difficult change can be, particularly for those who feel its effects most directly. Americans sense we face an era of great opportunity, but that there are also great risks if we fail to choose wisely.

We must now demonstrate our unique ability to transform anxiety into regeneration. Only in America do we have the people, the resources, the economic strength — and especially the principles and ideals — to pick up the challenge.

For America to be safe and strong we must meet the defining challenge of the '90s: to win the economic competition — to win the peace.

The United States must be a military superpower, an export superpower, *and* an economic superpower.

My approach is to look forward — to open new markets, prepare our people to compete, to strengthen the American family, to save and invest — so we can win.

This future depends on economic growth, but not for the few at the expense of the many, not for the present at the expense of the future.

In this country, we have always preferred an entrepreneurial capitalism that grows from the bottom up, not the top down, a capitalism that begins on Main Street and extends to Wall Street, not the other way around.

Nor have we been taken in by the view my opponent prefers, that Government should accumulate capital — by taxing it and borrowing it from the people, and investing it according to some industrial policy design.

My agenda is for an inclusive America, not an exclusive America — and certainly not a reclusive one. We will challenge the world with an international economic and trade strategy that will promote free trade arrangements east and west, north and south, to strengthen our global economic reach and complement our worldwide security presence. At the same time, we need to foster the capabilities at home that will keep us in the lead.

Developed economies need developing minds. To help prepare all our children for a constantly changing workplace, I want to make radical changes in our education system. Each child should graduate with skills, self-discipline, and self-confidence.

I will sharpen the competitive edge of our businesses by encouraging entrepreneurial capitalism and small business, deploying advances in R&D and technology, and reforming our legal system so it no longer puts us at a global disadvantage.

My agenda promotes economic security for working men and women through job training that will ease adjustments and provide people with new capabilities for work in the face of competition and change. And I will enable families to concentrate on building for the future by giving them the means to protect themselves against today's cost of health care, and by making it easier to build tomorrow's retirement security. I want our efforts to reach out to all our citizens, leaving no one behind, because we will need the work, aspiration, and energy of each and every American.

Finally, since our competitive strength and entrepreneurial spirit must flow from the private sector, I will streamline Government to meet changing needs.

We can empower America to reach a grand goal: a \$10 trillion economy by the first years of the 21st Century.

When President Reagan and I assumed office in 1981, the U.S. economy was about \$3 trillion. We've almost doubled that over the past 12 years. So I know we can nearly double it again through sustainable real growth over the coming decade.

With a \$10 trillion economy, we could provide the resources, private and public, to satisfy our most ambitious social and financial requirements. We could simultaneously renew America and pay down our national debt.

So now let me turn to how we can meet the challenge and reach our goal.

II. The Context: Five Changes Underway in the Economy

The U.S. economy has been working its way through five profound changes. They establish the context for my agenda.

The first great change in our economy is ironically due to our very success in ending the Cold War. Since our superpower rival of the last half century has dropped out of the

race, we are now able to do something we have all hoped for since the close of World War II — lighten the load of the defense burden.

In the short run, this adjustment has meant cutbacks and lay-offs in many industries that have depended on defense spending. We must ease this transition. But in the medium and long run, reductions in defense spending will free up many new resources for our people and economy.

Second, it seems that almost every time you open the business pages you can find a story about a major U.S. corporation that is restructuring itself. Our industries are in the process of transforming themselves from old-style hierarchical organizations to so-called "flattened pyramids." This new industrial organization emphasizes a skills-based workplace, "lean production," a "just in time" inventory, and short product cycles rather than mass production. Our companies are integrating R&D, manufacturing, and marketing into a seamless web of innovation. This is a revolution as dramatic as the one when Henry Ford led the country from craft-based production to mass manufacturing early in this century.

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We have to make these adaptations succeed if America's industries are to keep ahead of their international competitors. Strong sales and productivity increases are the prerequisites for creating more jobs, boosting wages, and upgrading benefits. In fact, it is partly because of these changes that our annual growth in manufacturing productivity over the past 10 years was over 50% higher than in the Carter years. It's why American firms lead the world in exports.

Nevertheless, these changes also have produced layoffs and relocations among both blue and white collar workers. Middle-aged breadwinners are wondering whether their company will be the next to make announcements, and they worry about their jobs, health care, and pension rights. Some are also troubled by the prospect that after sacrificing to send their kids to college — often the first generation to attend — that these children's diplomas may not be golden tickets to security.

Third, the 1980s wiped away the dismal economic performance of the late '70s. We enjoyed the longest peacetime expansion in U.S. history, lasting seven and a half years. We

created over 21 million jobs, more than all the new jobs in the other major industrial countries and the rest of Western Europe combined. Yet great booms produce excesses, and this time too many companies, too many financial institutions, and too many households took on too much debt.

We have been paying down that debt — and lower interest rates have helped us do it. Millions of people have refinanced homes at lower rates, reducing mortgage payments by as much as \$1,200 to \$1,500 a year. When companies restructured, they paid down debt, strengthened balance sheets, and positioned themselves to enjoy greater profits when stronger growth resumes. This process will leave our economy leaner and more powerful. Many firms already are. But while that debt was being paid down, people bought fewer goods, and companies put less money into new investments and jobs. The process is largely over, but it has left consumers and companies a little cautious.

Fourth, we entered the '80s with a banking system designed 50 years earlier — an incongruous relic in an era when billions of dollars can be sent around the world in a microsecond. The United States

entered the 1980s with some 14,000 commercial banks and 4,600 savings and loans. In comparison, Canada had about 160, and Japan had under 100. The vast majority of those small U.S. banks and S&Ls operated in a heavily controlled environment where their costs of funds were limited by ceilings on your passbook accounts. Other regulations restricted competition by imposing costs and inefficiencies on savers and borrowers.

In the late '70s, this out-of-date system was buffeted by record interest and inflation rates; it was challenged by competition from new financial services. As in any other line of business, the less efficient institutions could not survive. But because our banks and S&Ls held insured deposit accounts for most hardworking Americans, the streamlining process had to be managed in a way that enabled the Government to protect your savings. In effect, the Government picked up these costs so your savings would be safe.

This process, too, is nearing its end. A strong economy must have a good banking and financial system so entrepreneurs can get capital, businesses and farms can get loans, and families can buy

homes and cars. We will have a more competitive and efficient financial system that will serve companies and families better. Over the next few years, the Government will actually gain revenues from the sales of billions of dollars of assets that it acquired from banks and S&Ls as it protected savers. But this process has left lenders cautious. Business borrowing rates and mortgage rates are way down, but it's still too hard for small businesses to gain access to capital and credit. We are still taxing capital too much.

The final economic change is perhaps the most far-reaching of all: No nation is an island today. We are part of a global economy. To grow is to trade; to expand is to compete. One manufacturing job out of every six depends directly on our exports. One acre out of every three is sowed for sale abroad.

This international economic interdependence has three implications.

One, when growth slumps abroad, it drags our economy down with it. Both Western Europe (especially Germany) and Japan are going through major readjustments — and that has contributed to our sluggishness.

Two, it means that if America is going to be strong and growing in the 21st Century, we must be ready, able, and willing to compete around the globe. We need to encourage entrepreneurial capitalism and investment at home, and at the same time ensure that our labor force remains the best in the world.

Three, we need to seize opportunities to develop new markets, particularly in areas that have potential for significant growth in the future. One of the other benefits of the end of the Cold War is the extraordinary potential to expand trade and sales to hundreds of millions of potential customers who not long ago were the captives of our enemies.

III. Start with Strengths

In developing an agenda for the future, we should take a clear-eyed look at our strengths as well as weaknesses. Not surprisingly, the other side has conveniently skipped over our country's many strengths. Frankly, they want you to believe America is over the hill and past its prime. But they have no more right to

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convince you the economy is worse than it is for political advantage than I have to understate the problems. So let me just note several key facts.

- The Misery Index — the sum of inflation and unemployment — is down to 10.8% today, from 19.6% in 1980.
- Inflation has fallen to roughly 3%, the lowest in a quarter of a century (except for 1986).
- Interest rates are at a 20 year low. Mortgage rates are now in the 8% range, half the rate President Reagan encountered in his first year. Thanks to these low rates, more people can afford to own a home today than at any time since 1973.
- While unemployment is still far too high, the share of the working age population with jobs during my administration has averaged 62.2%, the highest in U.S. history.
- The United States has the highest home ownership rate of all major industrialized countries: 66% of U.S. households own their

own homes, as compared with 59% in Japan and 40% in Germany.

- The U.S. sends more of its students on to higher education — 68% — than any other country, well above the 32% rate in Germany and 30% in Japan. And 52% of these U.S. students are women, as compared with 26% in Japan and 38% in Germany.
- With exports of \$622 billion, the U.S. is the world's largest exporting nation. Exports increased by 40% during my Administration.
- We produce 25% of the world's total output with 5% of the world's population.
- The productivity of American workers is approximately 26% above those in Germany and 30% above those in Japan.

I do not mean to suggest either that everything is well or that we do not need to lead and manage the changes taking place in the world and at home more actively. We do.

But you can't chart the stars if you think the sky is

falling. We must know our strengths before we build on them. Over the past 12 years, we increased the U.S. economy by about \$2.8 trillion — that's like creating the total size of the German economy twice over. So I know our goal of a \$10 trillion economy is attainable.

We're also in a strong position internationally. But we're going to need the national adaptability and capability to keep leading our competitors. And we must have the courage of our convictions to say "no" to the wrong sort of changes for the future — false promises based on false premises — changes we cannot afford at this key moment in the world economic competition.

IV. Guiding Principles

Before outlining the specifics of my agenda, I want to set out four guiding principles. An effective strategy must be dynamic. As new problems or opportunities present themselves, we will need to make adjustments. Guiding principles will ensure we follow a consistent path and help shape our policies into the future.

First, start with the basics: We are a nation of special individuals, not special interests. Individuals gain primary strength, protection, and inspiration from their families and communities, not the legal system or Government social services. People find their friends and their enjoyment in voluntary association with one another, not in some bureaucrat's paint-by-numbers dream.

Individuals, families, communities. That's where we start.

Second, we have to keep to the fundamentals of sound economic growth: lower tax rates, limits on Government spending, greater competition, less economic regulation, sound money, and more open trade that can free tremendous private initiative and growth.

Experience has shown that these are the steps we need to take to create jobs, raise wages, spur entrepreneurs, expand capital and investment, and build businesses.

Third, in the '90s Government can build on these fundamentals by offering opportunity and hope for individuals, families, and communities. There is a conservative agenda

for helping people, for responding to their needs. And we've seen that these are approaches that work.

We prefer a hand up to a handout. We want to empower people to make their own choices, to break away from dependency. We want to give individuals and families economic security by giving them the capital, the capabilities, and the confidence to decide for themselves. We want everyone to have a stake in society, to own property, so everyone will build something with it for themselves and our country. Whereas my opponent's approach may place a premium on redistribution and "leveling," our programs will unleash initiative, reward success, and encourage excellence. Our approach is to give people the power to work, save, and be their best.

Finally, all our policies must be brought together effectively if we are to prosper as a people and succeed as a nation. America must have appropriate new approaches for the changes at home — just as we've launched new policies to lead and manage change abroad. We must recognize the interrelationship between domestic and foreign policy — between economic and security policy. At the same time, we

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must execute our agenda more effectively with a new Congress, state and local governments, and the private sector. Our aim must be to press our policies together, as a package, to make America secure and strong.

Therefore, my Agenda for American Renewal mandates action on six interconnected fronts. Because we face complex problems, no one solution will suffice. The whole of these elements will be a solution greater than the sum of its parts:

- Challenging the World: A Strategic Global Economic and Trade Policy
- Preparing Our Children for the 21st Century Economy
- Sharpening Business' Competitive Edge: Encouraging Entrepreneurial Capitalism
- Promoting Economic Security for Working People
- Leaving No One Behind: Economic Opportunity for Every American
- "Rightsizing" Government

This is how America will create a \$10 trillion economy.

V. Challenging the World: A Strategic Global Economic and Trade Policy

During the Cold War, we built a global security structure to contain and counter the Soviet Union and communist aggression. We forged military alliances across the Atlantic and Pacific that underpinned that structure. In the post-Cold War era, we need a strategic global economic and trade policy that will ensure our position as an economic and export superpower as well.

We are well positioned to achieve this goal. We enjoy the largest fully integrated market in the world; this gives us leverage with other countries that want access to our market. Once the Congress enacts the North American Free Trade Agreement (NAFTA), our position will be further strengthened. NAFTA will open an important market, a Mexican economy whose growth prospects will quickly transform its expanding industries and consumers into

excellent American customers. Equally important, the integration of United States, Mexican, and Canadian capabilities will improve our global competitiveness by enabling American firms to purchase inputs at lower costs. This will help U.S. firms to stay in the forefront of high wage, high value-added production.

Our geopolitical position is also advantageous. The United States is both a Pacific and a European power; our political and security ties link us with the largest and most rapidly growing economies across both oceans. Our trans-Pacific trade already exceeds our Atlantic trade; that's one reason why we helped launch an organization for Asia-Pacific Economic Cooperation that will further strengthen our economic ties with that region. Our own neighbors — from Central America to Chile — want to build bridges of trade with us so they can build better economies for their people.

"The ball of liberty," Jefferson once wrote, "is now so well in motion that it will roll around the globe." He was right.

Freedom has rolled through Eastern Europe, the former Soviet Union, and Latin America — and the ball

is now in our court. Free people and free markets develop hand in hand. People value American values. People want to buy what we have to sell. English is the language of freedom *and* business.

Our political and economic ties are complemented by the appeal of American culture all around the world. This is a new "soft power" we can employ. Today, our movies, music, and videos are among our top-selling exports.

Finally, as the primary founder and the most significant proponent of the GATT global trading system, we continue to have a strong hand as long as we use it to truly open markets, including our own. The key to America's growth, expansion, and innovation has always been our openness to trade, investment, ideas, and people.

Therefore, the next steps in my strategic trade policy are to secure Congressional agreement to NAFTA and to complete the global trade negotiations — the so called Uruguay Round negotiations in GATT. Our NAFTA agreement will open doors for American businesses, workers, and consumers. It will create good jobs. Nevertheless, I expect a tough fight in the Congress in early

1993 because of those special interests who herd together with a protectionist purpose. The global trade negotiations, in turn, could be very close to a breakthrough if the United States continues to act as a strong world leader. There is a proposed draft text that establishes the outlines of a significant new GATT agreement. Once we assure cuts in the subsidized agricultural trade along the lines of that text — to enable our farmers to secure their competitive advantage — I believe we will be able to complete the Uruguay Round agreement.

An improved global trading system is, however, only a base for freer trade, for stronger investment ties, for increased global growth. We need to start to develop a strategic network of free trade agreements [FTAs] across the Atlantic and the Pacific and in our own hemisphere. This network will stand in sharp contrast to the backward blocs of economic isolation. If we are to be a true export superpower, we cannot be tied down to one region. Instead, my intent is to use our attractive domestic market as the basis of a muscular free trade policy that will strengthen America's global economic reach and complement our worldwide security presence.

"Free people and free markets develop hand in hand. People value American values. People want to buy what we have to sell."

By focusing on opening markets, I also believe we can reduce structural barriers to competition in North America, Western Europe, Japan, and elsewhere. Competition will encourage entrepreneurial capitalism — at the expense of entrenched interests — spurring even greater global growth.

More specifically, I will need to secure from the Congress additional trade negotiating authority within the first half of 1993. To overcome the special interests and the protectionists, I will need a mandate from the American people. If America is going to be an export and economic superpower, the U.S. President must take a strong stand on the negotiation of trade and economic agreements. The Congress will read vacillation and equivocation as weakness, and the national interest will lose out to the logrolling trade-offs of Congressional business as usual. That's one very big issue at stake in this election.

With new negotiating authority, I will pursue new trading and economic opportunities in Latin America under my Enterprise for the Americas Initiative, starting with Chile. I would also like to work towards FTAs with Poland, Hungary, and Czecho-

slovakia by the end of my second term. And I would explore the possibility of a connection between NAFTA and the ASEAN FTA, or AFTA. It will not take long for other countries to begin to express their interest in new trade and business ties with us. For example, leaders in Australia and Korea have already spoken of their interest in forging closer economic ties.

Some see new threats, others see old enemies. I see new markets, new opportunities, new jobs.

As we develop this economic and trading network for the 21st Century, I will fight hard to promote American trading interests. For example, I am committed to a sizable Export Enhancement Program [EEP] to ensure that our farmers can go head-to-head with the European Community's subsidized agricultural exports. We know from our experience with military security that the key to economic security must be based on "Peace Through Strength" — not unilateral disarmament. That's why I recently announced the largest quantity of wheat ever available under our EEP program — almost 30 million metric tons to 28 customers.

I will ensure that our ExIm Bank and the Overseas Private Investment Corporation (OPIC) work with teams of our ambassadors to develop trade and investment opportunities for U.S. firms. We've already begun this with the six ASEAN countries — and it's working. I will particularly stress helping America's small businesspeople to develop trading opportunities. These companies look small — but they trade big. I know. I started my own. And I have visited small factories all across the United States that first survived and then prospered by taking on the foreign competition. I know Americans can do it.

VI. Preparing Our Children for the 21st Century Economy

In the 21st Century our greatest national resource will be our people. Materials, machines, and methods will come and go, but the American worker will remain the key to our economic security. Since the workplace of the 21st Century will be constantly changing, we need to prepare the American people to adapt to and direct the process of

change. Therefore, our kids must arrive at school ready to grow, and they need schools where they will learn how to keep learning all their lives.

Our New American Schools will help prepare our children to become the contributing citizens of tomorrow. Equally important, we want to enhance children's sense of self-worth, their confidence, their sense of participation in a larger community and society. This is the conservative philosophy of empowerment, helping people to help themselves.

I want to do my best to help all children come into the world as truly "created equal." That's why I am more than doubling funding for a *Healthy Start* initiative that targets communities with high infant mortality rates. We are also increasing prenatal care, nutrition services, and substance abuse treatment for pregnant women. And I want everyone to spread the word that every parent must share the gift of good health with their children.

We need to focus especially on the preschool years, so that children coming to school are healthy and curious. Funding for the Women, Infants and Children Nutri-

tion Assistance program (WIC) has grown 258% between 1980 and 1992; my request for an additional \$240 million for 1993 brings the annual cost to \$2.8 billion.

I have also increased funding for the *Head Start* program by 127% — for a total of \$2.8 billion in 1993. That includes an additional \$600 million increase for next year — an unprecedented 27% annual jump — so that a year of *Head Start* will be available for every eligible four-year old whose parents want to participate. (Under my budget, almost 800,000 children will receive a year of *Head Start* before entering elementary school.)

Child immunizations are also vital to safeguard our kids' health. Every year since 1981-82, 95% or more of the children entering elementary school have been immunized against the vaccine-preventable diseases. Now we are focusing greater attention on preschool children. My 1993 budget calls for an 18% increase in child immunization grants.

I want the United States to offer opportunity and encourage excellence; we must be fully capable of competing in a global economy. Therefore, it

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is imperative that our educational system prepare and point the way for our children. As in the past, education should be the ladder that the child of modest means can climb to better him or her self.

Our current school system is falling short of these needs — and the poor are hurt most. Only 19 out of 66 public high schools in Chicago graduate more than half their students, and many of these graduates can barely read or write.

Our educational establishment is caught in a sort of time warp, a system created for another age when the needs were not the same, children grew up differently, and adults rarely changed jobs.

Money alone is not the answer — the United States already spends more per pupil than any other country but Switzerland. And funding for the Education Department has increased 41% over my term.

The answer is a radical overhaul of our educational system. If we want to change our country, we've got to change our schools. That's what my America 2000 program is all about.

Our kids can't beat world class competition if they can't

meet world-class standards. We are moving ahead with the development of these standards in math, science, English, history, geography, arts, and civics.

Second, we need voluntary national achievement tests to measure the progress of our students. That way we can compare the performance of different schools in helping our children achieve the national standards.

Third, we need to give schools the flexibility to become educational entrepreneurs — to figure out the best ways to motivate our children, use technology, include parents, and involve new types of teachers. We will create "Education Enterprise Zones." There is no particular reason why schools have to end at 3 p.m. so that students can sit in front of the TV for five hours a day. We need to free school administrators and teachers from rules, regulations, and reports that have become a poor substitute for student achievement; we can do away with red tape once we institute a new testing system that evaluates schools not on the basis of how many forms they complete, but of how many minds they prepare.

Finally, we must take

school choice off the administrator's desk and put it back on the kitchen table. Choice is critical to the success of the whole, integrated overhaul of our educational system. Competition, the underlying principle for this radical reform, will not work unless we give consumers the ability to choose.

Wealthy families already have this choice for their children. Many of the people that you saw at the Democratic National Convention have this choice for their children. Why shouldn't you have this choice for your children?

Chicago's public school teachers — 46% of them — send their kids to private schools. But my opponent and his special interest supporters don't think you should have the same choice unless you are privileged enough to afford it.

One of the greatest educational innovations in this country was the passage of the GI Bill after World War II. No one told my generation that a vet couldn't go to Notre Dame or Brigham Young or Baylor or Howard or Yeshiva.

So I want a "GI Bill for Children" to help give lower and middle income families the means to select any school:

public, private, or religious. I also want scholarships available to be spent on after-school, Saturday and summer academic programs.

For those who argue that my approach will weaken the public school system, I would remind them that the first GI Bill was a tremendous boon for public universities. Or listen to Starr Parker, a small business owner actively promoting choice in the Black community, who put it this way: "The rich have choice now. When I was on welfare, there was no way I could put my child in school. It's time we stop condemning the poor to a monopoly education system."

We've already made significant progress in starting this radical reform agenda. Some 44 states, and over 1700 communities, have already adopted my new national education strategy — America 2000. Indeed, this progress offers a good example of my commitment to pursue my agenda whether or not Congress dawdles. If Congress balks, I will work with governors, state legislators, community officials, and the private sector.

I hope the new Congress will not remain an apple polisher for the educational es-

tablishment and special interests that want to resist this revolution. A new system of education in this country is probably the most important ingredient over time in making America the winning economic and export superpower in the post-Cold War era.

This must not only be my agenda, but yours, too. I will fight to give parents in America the right to choose the school their children will attend, but you need to help, too. After you check out of work, check into your child's homework. Talk to your child's teacher. Join your local PTA. My approach — America 2000 — relies on parental, business, and community involvement in creating new schools that break the mold.

I put the family at the center of our society. Government must try to help families — not replace them. When it comes to choices for our children, parents really do know best. We should increase the range of choices available to parents, and Government assistance should be targeted to those families most in need.

The other side may talk about similar problems, but they are approaching them with a fundamentally different ideology. You can see the con-

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trast not only in education, but in health care, or in the debate that took place over my child care proposal, which we fought for and managed to enact into law. The opposition prefers uniformity to variety and choice. Because they place a higher value on "leveling" society, they will tend to rely on Government bureaucracies to offer "standard service." My approach to education, child care, health care, and other topics is to rely on a diverse private sector to supply the service and to empower families to make their own choices. I don't want to pull everyone down to make them equal. I want to give everyone the tools to climb as high as they can dream.

VII. Sharpening Business' Competitive Edge: Encouraging Entrepreneurial Capitalism

Our ultimate success as an economic superpower is dependent on encouraging the entrepreneurial spirit of our private businesses. I call it entrepreneurial capitalism, and I saw it work when I started a small

business in Texas. I also call it common sense.

You allow people to keep most of what they produce, and they will produce more than they can use, the rest being capital. You invite people to risk failure by allowing them to keep the rewards of success, and they will keep trying until they succeed.

When capital is taxed lightly, it becomes abundant. When it is taxed heavily, as it is now, it becomes scarce, available only to those at the top, who need it least of all. That's not what I want. Even Jesse Jackson put it this way: "Subtract capital from capitalism and all that's left is the 'ism'." If capital were abundant, labor would become scarcer. And the unemployment lines would shrink. That's what I want.

So I want to cut the capital gains tax and index it for inflation. I want to create enterprise zones in inner city and rural areas. I want to make the R&D tax credit permanent. I want to provide an additional first-year depreciation allowance for purchases of property.

Those are fundamentals. In addition, there are three other ways we need to sharpen

the competitive edge of American business:

- strengthen small business;
- support civilian R&D linked to a research extension network; and
- reform our costly legal system.

A. Strengthen Small Business

Small business is the backbone of a growing economy. Small businesses create two thirds of our new jobs; they account for 39% of our GNP.

I am seeking to aid small businesses by reducing costly tax and regulatory burdens, increasing access to credit, and removing barriers to competition.

I have taken steps designed specifically to ease the tax burden on small businesses. For example, the IRS has proposed regulations to allow small businesses to deposit payroll taxes on a monthly basis. And it has released a ruling allowing over 16 million sole proprietors to deduct tax preparation fees as a business expense rather than as a limited itemized deduction.

I want to build on these actions. For example, we are working on a Single Wage Reporting System that would permit businesses to report state and federal wage information through a single entity, thereby consolidating tax reporting requirements and reducing the burden.

In coming weeks I will talk more about ways we can encourage small businesspeople and the jobs they create.

On the regulatory front, I have extended for one year the freeze on paperwork and unnecessary federal regulation that I imposed last winter; the federal regulatory weight hits small businesses particularly hard. I have also instructed federal agencies to look for ways to modify existing regulations that impose a special economic burden on small business. For example, to increase access to capital for small businesses, the SEC has announced proposals to reduce and in some cases eliminate the public disclosure requirement for small companies issuing stock.

Since small businesses are particularly vulnerable when credit is tight, we have to help them as our financial system is restructuring. That's why we have authorized over \$6

billion in general business loan guarantees through SBA in 1992 — an increase of more than 50% above 1991.

SBA's New England Lending and Recovery Project is a pilot effort that extends credit to viable small firms when access is limited because banks are having difficulty. If it works well and is needed, I'll expand the project to other regions. We also have worked with bank regulators to base real estate values on income earning potential rather than liquidation value. We have taken steps to restructure the small business investment program, the only venture capital program in the Government. And we are developing ways to offer special financing to exporting entrepreneurs.

Through its procurement assistance program, SBA helped small businesses secure federal contracts worth over \$35 billion in FY 90 — almost 20% of all prime contracts let during that year.

To ensure that small businesses can help their communities overcome disasters, we will be pressing forward with approximately \$1.7 billion in low-interest loans to small businesses in Florida, Louisiana, California, and elsewhere.

"I am seeking to aid small businesses by reducing costly tax and regulatory burdens, increasing access to credit, and removing barriers to competition."

Finally, we need to help small business by removing burdens to competition. My health care reforms would reduce costs for small businesses without costly Government mandates or higher taxes. Enactment of my legislation to establish uniform federal law on product liability would relieve a major competitive handicap that is keeping new products from the market, boosting insurance costs sky high, and killing jobs.

B. Support Civilian R&D

To be the world's economic leader tomorrow, we clearly have to invest in R&D and new technologies today. Given the pace of change, we have to both come up with new inventions and organize ourselves to deploy new technology without delay.

The changes in industrial organization that I described earlier have three major implications for technology development. First, the more rapid product development cycle places a premium on bringing an idea quickly from the lab to the marketplace. Second, we need to put new technologies to work in all applications in order to reap the full competitive and economic benefits from our R&D. While

Americans invented VCR technology and the FAX machine, we did not capitalize on their explosive popularity. Third, we need to rely increasingly on flexible, agile manufacturing, rather than old style mass production. We should have the capability to make a variety of products quickly and economically — a process characterized by short product cycles, but also high quality output.

Taken together, these developments emphasize decentralization — an approach exactly opposite to my opponent's "national industrial policies" led by Government bureaucrats. We need to get technology development, production, and marketing closer to the consumer, not further away. Moreover, my opponent's call for a cut in support for university-based research will hurt the development of cutting edge technology.

My agenda will increase funding for basic research and complement that work with a focus on applied research and development. Despite cuts by Congress, we have managed to increase funding for basic research by 26% since 1989 — to a record level. We are supporting applied R&D through a series of new, high pay-off investments in critical technologies:

- a High Performance Computing and Communications Initiative that will enable the development of a thousand-fold increase in computing capability by 1996 and a one hundred-fold increase in communications speed.
- an initiative to improve the manufacturing and performance of materials — improvements that will enable advances in a wide range of other technologies.
- an expanded program in biotechnology research with applications in health, agriculture, and environmental protection.
- the establishment of the U.S. Advanced Battery consortium, a jointly-funded four-year effort to develop an advanced battery for an emissions-free electric car.
- a significant increase in our aeronautics research budget, underscoring the importance we place on the U.S. aeronautics industry in an increasingly competitive global market place.

- the establishment of seven regional manufacturing technology centers for the distribution of modern manufacturing tools, such as computer-aided design, numerically-controlled machines, and robotics.

These efforts to develop and apply new technologies need to be complemented by the identification and removal of barriers to the private sector's ability to bring new products and services to the market. That's why my regulatory reform efforts — including a process that subjects regulations to a competitiveness analysis while still protecting health and safety, and a proposal to "sunset" regulations — are critical to supporting our enhanced technology development.

Just take one example: my opponent has proposed a major new Federal Government investment in the field of national telecommunications networks at the exact time that our private sector is seeking to develop such a network on its own, but has been stopped from doing so by federal regulations.

C. Reform Our Legal System

Our competitive edge will be dulled if businesses are continually handicapped by a legal system that serves lawyers but frightens people. Therefore, another component of my agenda is a reform of the American civil justice system.

America has suffered a civil litigation explosion. Over the past 30 years, federal lawsuits have almost tripled. Instead of being fast, fair, and affordable, our civil justice system is slow, expensive, and putting us at a global disadvantage.

Long delays in dispute resolution waste valuable judicial resources, force early settlement by those who cannot afford to wait, discourage those who have meritorious suits, and encourage frivolous suits by those who hope to leverage unjust settlements. High punitive damage awards are passed on to consumers through higher prices, job cuts, higher insurance, and fewer new products.

According to a soon-to-be released study by the National Association of Manufacturers, Americans spend up to \$200 billion a year just on direct

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costs to lawyers. That does not even count lawyers on payrolls or the money spent on court settlements.

Our legal system is killing our international competitiveness. Other nations do not face high domestic litigation costs. Foreign companies only need 6% of the product liability insurance our firms must carry because we do not have uniform state standards for product liability and punitive damages.

The litigation explosion affects everyone. High liability costs have closed playgrounds and pools, forcing kids on to the street with nothing to do. Some companies are afraid to offer products at home that are available overseas because they fear the liability.

My product liability reform legislation confronts the trial lawyers head on. I want to stop wide variation among states' product liability rules; stop important products from being kept off the market; stop excessive litigation costs with more money going to lawyers than to injured consumers; cut excessive insurance rates; and end excessive consumer costs.

My "Access to Justice Act of 1992" is intended to restore fairness and efficiency to the

nation's civil justice system through: alternatives to federal civil trials such as alternative dispute resolution; incentives for pre-litigation settlement, including pre-complaint notification; and a "loser pays" rule requiring the loser to pay the winner's legal fees in suits involving federal diversity jurisdiction.

We also need to continue our work with the states to encourage fundamental change at the state and local level.

Lawyers, especially trial lawyers, are a powerful vested interest in our society. They are well represented in Congress and high on the lists of political contributors. My opponent knows them very well. But this is a problem too important to leave to the lawyers and their friends in high places. We must sue each other less and care for each other more.

VIII. Promoting Economic Security for Working People

The American businesses of the 21st Century will need workers who will bring them to life and keep them ahead of

our competition. To be able to contribute and concentrate, working men and women will want to know that they can enjoy economic opportunity and security. We can only achieve true security by developing people's capability, not dependency. And we can best supply security through the private sector, not Government bureaucracies.

It will be Government's role to expedite workers' adjustments in a fast-changing marketplace, provide people the means to work and take care of their families, and arm people to face the future by empowering them to make their own choices. In particular, we can enable families to focus on building a future by alleviating their fears about one of the single biggest costs and problems that can knock them back: health care. And we can help foster retirement security through encouraging portable pension savings.

A. Job Training

Given the rapidity of change in the international and domestic marketplace, we have to prepare people for the prospect of changing jobs and learning new skills many times throughout the course of a productive life. Therefore,

we need a range of job training and placement services — for young people, factory workers, white collar employees, and particularly during this period, defense industry workers.

That's why one important portion of my recently-announced workforce adjustment initiative is designed to shift the Government away from the old narrowly defined, expensive, and less effective trade adjustment assistance that paid people off without giving them real help to get back the work.

Work means more than income to Americans. It is also fundamental to people's self-esteem, their self-confidence, and the respect of others. These are attitudes, values, that I want to encourage. I want all Americans to be builders — for their families, their communities, their country. To encourage the work ethic, we need to make every effort to match people with the jobs created by our entrepreneurial capitalism.

The three key features of my job training proposal are: (1) universal coverage, so all dislocated workers will have access to basic transition assistance and training support; (2) skill grant vouchers of up to \$3000 to help meet the costs

of adding new skills and training; and (3) a tripling of the resources currently devoted to training and worker adjustment, an allocation of \$10 billion over five years.

This proposal builds on my January plan to streamline the federal job training system through "one-stop shopping" in every community. Experience has demonstrated that the most effective training and placement services are those closely developed with local employers through private industry councils. That way the training is designed to develop skills that employers know they will need.

My expanded job training efforts will also be specially designed to help those who may need to change jobs or careers as a result of NAFTA or other trade agreements and the downsizing of our defense-related industries. But we will ensure that we offer training and placement to all workers.

These dislocated workers would be eligible to receive three types of assistance: (1) transition-assistance that includes skills assessment, counseling, job-search assistance, and job referral; (2) training assistance in the form of skill grants; and (3) transition

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income support where necessary for workers completing retraining.

I've also proposed a specially-targeted Youth Skills Initiative.

A new Youth Training Corps will provide economically and socially disadvantaged young people with intensive vocational training through 55 residential YTC centers nationwide; these centers will be located primarily in rural areas and will seek to utilize converted defense facilities, putting them to good use. The YTC will draw from the military's high level of leadership and training expertise by giving a hiring preference to individuals leaving our armed forces. The discipline that triumphed in Desert Storm can win at home, too.

I will also complement the YTC with a "Treat and Train" program to strengthen existing youth drug training programs.

To help meet the needs of young people not planning to go on to college, I will expand the National Youth Apprenticeship Program that I began in January. This program offers high school juniors and seniors a combination of classroom instruction and a struc-

tured, paid, work-experience program. I want student apprentices to receive both a high school diploma and a widely recognized certificate of skill competency. Students will also have the opportunity to continue training at the post-secondary level.

I started my Apprenticeship Program as a demonstration program in 6 states; in my second term, I will expand it to all 50.

Finally, I will more than double the size of the present JROTC program, a very successful and popular partnership between the military and schools. JROTC emphasizes self-discipline, values, citizenship, personal responsibility, and staying in school — it's a first class alternative to drugs and gangs. My goal is to establish 2,900 JROTC units by 1994. Initially, we will expand this program in inner-city high schools, but I want to make JROTC available to every high school across the country that requests it. This program is another way in which we can relate the successful experience of America's veterans to the next generation.

B. Affordable Health Care for All Americans

The economic security of men and women requires a major reform of the U.S. health care system. The present system provides high quality, high-tech medicine, but at an unacceptable price: spending has increased at a rate two to three times the rest of the economy; thirty-four million Americans have no health insurance; and millions more are afraid to change jobs for fear of losing their health insurance.

My program will build on the strengths of the system — consumer choice, innovation, and state of the art medicine — while controlling costs and expanding access.

I want to guarantee access to health insurance for all poor families through tax credits (or vouchers for those who don't pay taxes) sufficient to pay for a basic health insurance plan (\$3,750 for a family). Other low and middle income families would get tax relief to partially offset the cost of their health insurance. In total, some 95 million Americans will benefit.

My program also includes:

- provisions that encourage small businesses to develop less costly health care insurance networks for their employees by combining resources to achieve broader risk sharing, economies of scale, and purchasing power;
- "job lock" protection for employees and their families so that they will not lose coverage if and when a person changes jobs;
- guaranteed insurability so that people with "preexisting" illnesses cannot be denied a job or health coverage on the job;
- 100% tax deductibility of health care premiums paid by the self-employed, as compared to the present 25% deductibility;
- malpractice reforms that will reduce the number of unnecessary procedures performed on patients and thereby reduce the cost of medical care; and
- reforms to encourage widespread use of electronic billing to save an estimated \$11 billion a year in paper costs.

Taken together, my program would cut health care costs by \$394 billion over five years through preventive care, malpractice reform, reducing defensive medicine, encouraging enrollment in cost-effective health plans, arming consumers with information about cost and quality, and eliminating administrative waste and unnecessary paperwork.

I believe we can provide access to affordable health care for all Americans, while preserving choice for patients and their families in selecting doctors, hospitals, health care programs, and employment. My approach, in contrast with my opposition, relies on the private sector to deliver health care services. But I would make the market work for us by enhancing competition, which will cut costs. My malpractice reforms would cut costs further by removing the fear of lawsuits that leads to wasteful procedures.

I firmly believe that a move to national health insurance, as some of my opponents want, would be a major, irretrievable mistake. That course would turn over the health care sector — a full 13% of our economy — to the Government. The result would be more bureaucracy, rationed

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care, inefficiency, and, in the end, even higher costs.

My opponent's "play or pay" approach winds up in the same place as nationalized, bureaucratic health insurance — but through a different route. And it is likely to kill a lot of jobs along the way, especially in small businesses. Increasing the costs of labor — the "play" in his approach — will lead businesses to hire fewer workers. Offering the alternative of Government-sponsored health care paid for with new taxes on payrolls — the "pay" — will dump the problem in the lap of a Government bureaucracy with the costs paid for by businesses and workers.

C. Pension Portability

I have also been concerned about the ability of workers to preserve their retirement pensions as they change jobs. This is a growing need because of the increased likelihood that most workers will have more than one employer over the course of their working years.

I proposed an initiative last year to increase pension portability, expand pension coverage, and simplify the law governing pension plans. And I am pleased that I was able to

sign a law this summer that incorporated my portability proposal. The new law enhances retirement security by permitting workers to transfer accrued pension benefits directly to an IRA or to their new employer's pension plan.

Despite this improvement, I believe we must continue to look for ways to make it easier for workers who change jobs to take pensions with them. We need to eliminate incentives to "cash out" benefits and increase incentives to save for the future.

Job training, affordable health care, retirement security — when combined with a new system of education and entrepreneurial, competitive business, we can offer working men and women real economic security in the 21st Century.

IX. Leaving No One Behind: Economic Opportunity for Every American

For over 200 years, the most exceptional aspect of American society has been the belief, the hope, that this is a land where people can make a

better life for themselves and their children. It's this spirit, the commitment to the American Dream, that has made our country and our society the most dynamic in the world.

If we are going to use that energy to drive us forward into the 21st Century, we will need to tap the aspirations of each and every one of our citizens. No one should be left behind for want of opportunity.

Many of the programs that I have discussed above — health care for all Americans, child care, job training, pension portability, a new competitive school system based on community involvement and choice for all American families — support my plan to empower all Americans to make their own choices and better their lives. But I believe we need to do more for certain citizens who have fallen too far behind.

My philosophy for enabling all Americans to share the American Dream is simple: it's based on property and work. Our urban and welfare programs must be designed to enable people to break the cycle of poverty, get back on their feet, get back to work, and take responsibility for their own choices and their own lives.

I disagree with the failed logic of "welfare rights" and its emphasis on entitlement. I disagree with "income maintenance" strategies — strategies that merely maintain poverty and contain potential.

Our goal should not be more dependence — but rather a new Declaration of Independence — to help people develop the human and financial capital to share the American Dream. We have taken the first step with our implementation of the welfare-to-work logic of the Family Support Act of 1988. We have been encouraging flexible and innovative implementation through waivers that enable states to develop new programs to enhance parental and family responsibility and to insist on education and job training for those on welfare. Welfare policies won't work unless people do.

In our inner cities, we need to restore hope by clearing away the handicap of crime, building a core of property owners, creating business incentives, restoring infrastructure, and focusing our programs on work and discipline.

Enterprise zones can create solid economic foundations in distressed communities.

Our "Weed and Seed" effort can help reclaim and revitalize impoverished and embattled communities by eliminating the fear of drugs and violence, targeting coordinated human services programs, and improving the housing stock and infrastructure.

We also need to extend opportunity by enabling lower income families to build assets — for example, by allowing aid recipients to accumulate higher savings without losing their eligibility.

And we need to expand homeowner opportunities for lower and middle income families. For example, HOPE grants enable more inner-city people to own their own homes. Our \$5,000 tax credit for first-time home buyers would help; so would permitting voucher recipients to apply their rental subsidies toward the purchase of a home.

We can enhance the choice, quality, and availability of housing through affordable rent subsidies in the form of housing vouchers, and through our "Perestroika in Public Housing" program that widens opportunities for public housing tenants to change the management of troubled projects.

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This property and work-based approach need not be more expensive than the traditional welfare bureaucracy. For example, over the past 12 years, federal spending for low income assistance doubled even after inflation — from \$9.1 billion in 1980 to \$18.3 billion this year (both in 1992 dollars). This year, HUD is providing housing assistance to 4.6 million low-income families, up from 3.1 million in 1980. I have tried to rechannel some of this funding to vouchers because they are more cost effective than constructing new public housing units. Furthermore, families wouldn't have to wait five years for the units to be built, and the vouchers give families more choice.

For too long, Congress has stubbornly refused to discard failed programs that perpetuate welfare dependency. No doubt, many of these programs were well intentioned. But now we know better. Give us a chance to try a different approach that will empower people to help themselves, to build some capital for their families, to make choices that develop self-respect and discipline. That's the real way to offer economic opportunity for every American, to leave no one behind.

X. "Rightsizing" Government

My blueprint envisages an important Government role to make a secure and strong America. But it is also important that Government not siphon off more private resources than are absolutely necessary to perform the functions that will help us win the economic competition. Because an overweight Government — serving itself seconds rather than serving the people first — will weigh us down in the race of a new era.

Much of my agenda can be accomplished simply by redirecting current funding away from bureaucracies and towards people. My agenda empowers people with the means to work, own property, build capital, raise families, and be effective contributors within our private market economy. Some of my ideas — legal and health care reforms, for example — should even help us save money.

Contrary to the assertions of some politicians and special interest groups, spending as a percentage of the nation's GDP has been going up, not down. In 1991, the Federal Government spent 23.5% of

what our nation produced. That compares with 17.6% in 1965, 19.9% in 1970, 22.0% in 1975, and 22.3% in 1980. So not only has Government grown as the economy has grown, but Government is taking a bigger share. The American people are not taxed too little. The American Government spends too much.

In my acceptance speech I noted some of the efforts I will make to hold down spending. I have proposed capping the growth of mandatory spending, other than social security. That would still permit spending at present levels plus an adjustment for inflation and population growth. Yet this cap would save \$294 billion over five years.

To start to implement this cap, I have proposed over \$72 billion in specific spending cuts for "mandatory" programs (FY93-97). If you add these proposed cuts to others I have previously called for but which Congress has not yet enacted, my specific cuts would total about \$132 billion over five years. I have also proposed the outright elimination of 246 specific discretionary programs.

By way of comparison, my opponent has specifically proposed less than \$5 billion in

cuts in mandatory programs. And he has singled out only one program for elimination — the honeybee subsidy program, which his running mate voted four times to retain.

Furthermore, I proposed freezing all other spending, and I will enforce this freeze by vetoing any bill Congress sends me that spends more than I asked for in my budget.

I've asked Congress for the line item veto, a disciplinary tool used effectively by the governors of 43 states. This veto authority is important not only to help cut, but to increase a President's leverage with a Congress that seeks to tax more and spend more.

Government should be subject to the discipline of a balanced budget amendment. State governments operate that way. Businesses operate that way. Families operate that way. And given the breakdown of Congressional discipline, we need an amendment to ensure that the Federal Government operates that way, too. If we had had such an amendment years ago, we wouldn't be paying almost \$200 billion dollars a year now on interest for the debt left us by earlier Congresses.

I also believe taxpayers should have the right to direct 10% of their tax payments to reduce debt and spending through a "check-off" on their tax forms. If all taxpayers took the full 10%, the cut would be about \$50 billion. That's only 3% of the Federal budget of about \$1.5 trillion. Since federal spending has been growing at a rate of about 8% per year, even this proposed cut would still enable spending to grow; it would just grow more slowly.

Some editorialists dismiss my checkoff proposal, but the American people seem to like it, and I think I know why. My proposal traces its roots to an American tradition. At the turn of this century, many people were concerned that the Government establishment was slipping away from the people it was supposed to serve. This movement led to such venerable "gimmicks" as referenda, the right of recall, and the direct election of U.S. Senators. The idea of term limits for Senators and Congressmen, which I fully support, is another reform of this type. At the time each was proposed, the conventional thinkers chuckled at the changes. The same is true today. Given the complete breakdown in spending discipline in Congress, it's time

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that we insist on compensating reforms that give the people a bigger say in the direction of Federal Government spending. I say it's time to give the people the power to cut the deficit.

The size and structure of the Government also needs to be slimmed down and changed. The organization of the Federal Government reflects ways of doing business that are now 30 to 50 years old. Companies all across America have been restructuring, cutting costs, becoming more efficient — preparing to be more competitive in a fast-changing marketplace. I believe the Federal Government can and should do the same thing. I believe a streamlining of the Federal Government should include three elements:

First, I will cut the operating budget of the Executive Office of the President by 33% if Congress agrees to subject its operations to a cut of the same size. With fewer Congressional staffers badgering the Executive Branch, I know we can cut costs by that amount. Second, I believe all federal employees earning above \$75,000 a year should be subject to a 5% pay cut; other Americans have tightened their belts, and so should the better-paid federal work-

ers. Finally, I believe we can restructure and reduce the size of the Executive Branch through a consolidation of agencies and bureaus that will enable us to do our job better. Why should the Federal Government be the only large organization in America that continually adds size and offices, and never gets rid of anything? Therefore, I will submit a streamlined reorganization plan for the Executive Branch to the new Congress — and I hope they take the hint, too.

Let me give you an example. In many respects, the Arms Control and Disarmament Agency, or ACDA, is a creature of the Cold War. It needs to adapt to the times. Its highly trained scientists and engineers are a valuable resource. Some of them can support our efforts to stem and reverse the proliferation of weapons of mass destruction. But others may be well suited to work at weapons destruction and defense conversion — transforming the genius of modern day swords into 21st Century plowshares.

Multiply this idea by a hundred, or even a thousand, others. We can get rid of some tasks, conduct others more efficiently, and add new ones where appropriate to support

my agenda.

I also am committed to reducing the tax burden on the American people. I have said that I will propose to further reduce taxes across-the-board, provided we pay for those cuts with specific spending reductions that I consider appropriate, so that we do not increase the deficit.

To illustrate the kinds of tax cuts we could achieve if we discipline spending: just consider what we could do if Congress acted on the \$132 billion in specific spending reductions that I have already proposed. These savings alone could finance an across-the-board rate cut of 1 percent, a reduction of the small business tax rate from 15% to 10%, an increase in small business expensing of investment in equipment, and a reduction of the capital gains tax.

In sum, my direction is clear — I want to spend less and tax less. My opponent wants to spend more and tax more.

I believe the Federal Government can reallocate its almost \$1.5 trillion in spending more effectively if we implement my agenda. The reductions in defense spending that we have already begun

will provide some of these funds, and I don't want them wasted in a torrent of new spending programs designed by a horde of special interests.

I honestly believe that this is the only way to get the size and spending of Government under control. I know that serious-minded people believe we need to increase revenues to close the deficit. But it won't work. I have seen too many times that efforts to close the deficit by increasing taxes have only turned out to give Congress a license to spend more money. There's a reason for this. Spending is power for Congressmen. That's how they show influence, and placate their friends, the interest groups. If you give Congressmen more tax money, they will spend it.

XI. A Strategy for Implementation

This year is an important turning point for the United States. We are entering a new era, and for the first time in many years, it appears that Congress will have 150 new faces for the President to work with. That's why I'm asking for a mandate for my program. That's why I have promised that I will meet with all new

members — all 150 or more — before they are besieged by the special interests and permanent staffs.

I also believe we need to take another step to ensure that the new Congress does not become like the old one. The root of the present problem is political contributions from organized special interests through political action committees, or PACS. In the run up to the 1980 elections, PACs raised and contributed \$55 million to political candidates. In the same time period before the '90 elections, PACs spent about \$160 million. The other party doesn't want to do anything about it, because they are the biggest recipients. I want to put them to the test. I want a new Congress to stay clean. So an important part of my new legislative agenda will be a simple bill to abolish PACs subsidized by corporations, unions, and trade associations.

I am committed to making my program work with Congress. Between the election and the convening of a new Congress, I will lay out an implementation plan for my agenda. I intend to be ready to present the new Congress a first-year plan to carry out the legislative proposals described in this agenda:

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- A radical overhaul of American education to emphasize excellence, standards, competition, entrepreneurial schools, and a "G.I. Bill for Kids" that will give parents a choice of schools
- My job training programs
- My health care reforms
- A package to cut spending, including a cap on the growth of mandatory spending, a taxpayers' "checkoff" to reduce the debt, a line-item veto, and a balanced budget amendment
- Tax cuts paid for through spending reductions and growth, including reductions to spur entrepreneurial capitalism and small business
- NAFTA
- New trade negotiating authority so we can conclude new Free Trade Agreements across the Atlantic, the Pacific, and in our own hemisphere
- A Government reorganization plan to streamline the

structure, ensure functions fit new needs, and cut salaries at higher levels

- Reform of our legal system
- A package to clear away crime, build business, and put people to work in our inner cities
- An expansion of Civilian R&D linked to new applications
- Ban on PAC contributions
- Limits on Congressional terms

Now I know I may not be able to get everything I want in the exact way I want it. But your support for a mandate to get it done would give me momentum. I intend to fight for this agenda, fight as hard as I can to get as much as I can, and then come back again to get more.

If Congress hesitates on some fronts, I intend to keep moving forward. You have seen that we can implement back-to-work welfare reform by granting waivers that enable the states to do the job more effectively. Similarly, 44 states and more than 1700 communities have started to

implement my educational reforms while Congress has stalled. We can get a great deal done at the state and local levels.

I will work with governors, state legislatures, local governments, and the private sector to pursue my agenda. While I want a Congress that can help me do the job, I'm committed to getting the job done one way or the other.

This is my Agenda for American Renewal. With the end of the long Cold War, we can target peace, prosperity, and promise at home. The American people want that. The American people deserve that.

At the same time, Americans recognize that the great events of recent years have shaken the world, and it will never be the same. If we are to succeed as a nation and as a people, if we are to hold true to all that has made America "the last, best hope of earth," then our renewal at home must at the same time enable us to make the 21st Century another American Century.

My Agenda draws together our people and our Government to take on this challenge. We will create a \$10 trillion economy. We will renew America. We will win the peace.

My approach to this challenge is fundamentally different from my opponent's. I want to stimulate entrepreneurial capitalism. I want to help people by enabling them to make their own decisions about health, education, job training, and child care from a variety of competing alternatives. I want to supply services through the private sector. I

believe people should sue each other less and care for each other more. I want Government to spend less and tax less. I will fight without hesitation for a free and fair flow of trade, capital, and ideas around the world. I believe America should compete, not retreat.

I know times have been difficult for too many Americans. I have sought to explain the causes of these problems and what I will do about them. Of course you will have change. The question is what kind of change. You face a serious choice. And I ask, when you step into that voting booth, please consider carefully which candidate's agenda for change fits best with your beliefs, America's experience, and our hopes for lasting peace and prosperity.

"With the end of the long Cold War, we can target peace, prosperity, and promise at home. The American people want that. The American people deserve that."

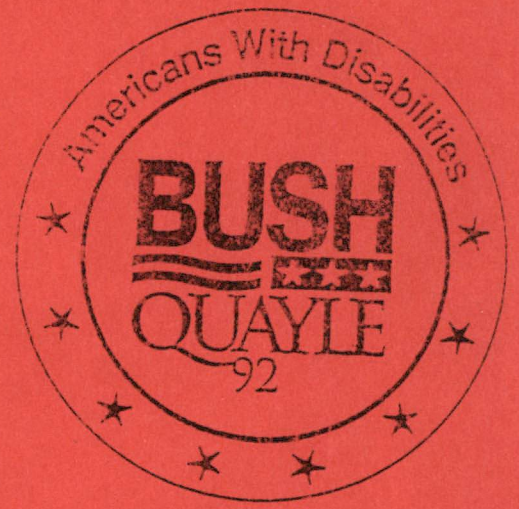


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MEDIA KIT



THE FOLLOWING IS A SAMPLE OF A SUGGESTED OP-ED-PIECE OR
LETTER TO THE EDITOR

Dear Editor:

Talk is cheap, actions speak louder than words, and much has been said and promised about the liberation and empowerment of Americans with disabilities over the last four years. President George Bush has been one of only a rare few who obviously mean what they say through their actions, support, and, most importantly, by following through on their commitments. President Bush pledged his Administrations' support and he has given it whole-heartedly. He knows the disabled community still has a long way to go and he remains committed to seeing the disabled community all the way through to the full implementation of the Americans with Disabilities Act of 1990 and beyond. His vice-president, Dan Quayle, is the first to establish a specific office to address the issues concerning people with disabilities - an historical and important first for all Americans. President Bush understands the importance of cooperation and under his leadership has helped establish coalitions and excellent working relationships between the business, governmental, and disability communities here-to-for unheard of and for decades only dreamed of in the United States of America. Now that we have turned the corner and brought so many issues important to the disabled community into the mainstream of American society with dignity and respect and have awakened the disabled community all around the world, we can ill-afford to lose President Bush's astute leadership now.

Even Bill Clinton understands the importance of the disabled community to American society, but, unfortunately, he and his running mate continue to portray the disabled as objects of pity, in need of helping hands and more governmental control and authority through increased federal spending. He even went so far in his speech at Notre Dame as to include people with disabilities with other social groups who might be better served by his proposed force of volunteer civil servants working to pay back their college education loans. He did not specify how any of the target groups he mentioned would benefit from civil servants. But Bill Clinton did reveal his true feelings about the disabled community by "lumping the disabled in" with the elderly, infirmed and poverty stricken as a means of tugging on heart strings and justifying his desire for a larger, more expensive, and more costly federal government. The disabled

community needs more respect from American society and needs our society's realization, understanding, and appreciation of its true capabilities, not more pity through vain attempts by American leaders to use the disabled community to tug on heart strings and portray themselves as compassionate, concerned, and helpful servants of the down-trodden. Pity for the disabled community is not only disrespectful, but is also counterproductive and will destroy the monumental gains it has achieved over the last four years. The mouth speaks out of that which fills the heart and Bill Clinton's leadership, undergirded with pity for the disabled, would serve to merely reinforce the age-old, fallacious attitudinal barriers the disabled community has come so far to overcome under the exemplary leadership of George Bush. I shudder to think about the outcome if Bill Clinton were to be placed in a position where his words could be translated into actions by the federal government of the United States of America to keep the disabled community an object of pity. Again, pity for the disabled community is not only disrespectful, but is also counterproductive and will destroy the monumental gains it has achieved in becoming respected, equal partners in American society.

LETTER TO THE EDITOR POINTS

Agenda for American Renewal

September 10, 1992

- Voters face a clear choice between two agendas for America. It's George Bush's central beliefs as outlined in his *Agenda for American Renewal* -- less taxes, less spending and less government -- versus those of Bill Clinton: more taxes, more spending, and more government.
- Bush's *Agenda for American Renewal*, a plan to ensure a solid economic future for all Americans, lays out how President Bush is preparing America to fight and win the global economic competition. The President's approach is comprehensive and integrated -- and it will work.
- President Bush understands that our renewal depends on economic growth. And he's set a goal -- to nearly double the size of our economy, to \$10 trillion, by the first years of the 21st century. He knows the American people are up to the challenge.
- President Bush understands the economic problems facing the American people. He understands that for Americans to have jobs and good wages, businesses must succeed. Business needs: capital and incentives; lower taxes; enterprise zones; a permanent r&d tax credit; a lower capital gains rate; and reform of our legal system.
- President Bush's *Agenda* will renew the economy, "right-size" government, and sharpen business' competitive edge. It will provide: An across-the board tax cut; caps on the growth of non-Social Security mandatory spending; a 10-percent checkoff box on tax returns so people can force Congress to cut spending; a lower capital gains tax; an increase in the personal exemption and tax credits for first-time homebuyers; Presidential line-item veto authority, and a Constitutional amendment to balance the budget.
- With a new Congress coming to Washington - including as many as 150 new members - the President will work with the new Members to push through his specific proposals in the first year of his second term.
- Bill Clinton's "Putting People First" is hardly an agenda for economic renewal. Clinton calls for the largest tax increase in history (\$150 billion), more than \$220 billion in increased government spending, more burdensome mandates on businesses and workers, and government-run health care.
- Clinton's plan will result in economic meltdown -- an estimated 2.6 million people will lose their jobs due to Clinton's higher taxes and burdensome mandates.
- This is the difference: President Bush's *Agenda for American Renewal* is a realistic plan for economic growth and winning the global competition. Bill Clinton's plan of higher taxes, more spending, and excessive government mandates will cripple industries and cost even more jobs.

RADIO POINTS

Agenda for American Renewal

September 10, 1992

Question: How is the President's Agenda different from other things he has proposed?

President Bush has demonstrated that he understands the economic problems facing the American people, and has an *Agenda* to solve the problems and renew America. For the first time he explained how all of the proposals he has been talking about on the campaign trail and working to get through Congress in his first term fit together.

Bush's Agenda is bold, dynamic and visionary. It offers a comprehensive and integrated approach to solving the problems of our economy. It doesn't deal with just some of our problems. It deals with all of them.

Question: What does the President's Agenda mean for working men and women?

It means a growing economy creating jobs, a better education for our children, more access to affordable health care and better job training to prepare us with the skills we need to compete. The President also spelled out action-oriented solutions he will pursue to win the economic competition. The specific proposals he'll push through in the first year of his second term are substantial. He's explained his priorities for a second term will focus on.

Question: What are the differences between the President's Agenda and Bill Clinton's proposals?

The President's Agenda is much more detailed than anything put out by anybody in the course of this campaign. Bill Clinton has proposed things, but has never offered specifics -- it's all rhetoric.

George Bush's plan is driven by basic principles like low taxes, less government spending, reduced regulation and empowering individuals. If we are going to win the economic competition, we need an experienced leader who knows the terrain. We cannot separate domestic policy from foreign policy. In today's global economy, they are all intertwined. George Bush has proven that he understands how to win the peace.

By contrast, the Clinton plan of higher taxes, more spending, and excessive government mandates will cripple industries and cost jobs. The Bush Agenda is what our nation needs to compete in the next century. It offers real hope and a vision for the future.



ACTION KIT

-Agenda for American Renewal-

Thursday, September 10, 1992

Prepared Exclusively for Bush-Quayle Newsmakers

This kit contains what you will need to:

✓ TALK TO THE PRESS

See "Talking Points" for a quick reaction guide to the *Agenda*. "Questions and Answers" have been prepared to help you answer possible media queries.

✓ WRITE LETTERS TO THE EDITORS

Use the "Letter to the Editor Points."

✓ PARTICIPATE ON TALK-RADIO SHOWS

Use the "Radio Points" and call your local talk-radio show.

✓ MAKE NEWS AND TAPE A RADIO ACTUALITY

See the "Sample News Release." Edit the release, localize it, and submit it to your hometown paper. Use the "Radio Points" and call in an actuality to the RNC (202-863-8869) or Bush-Quayle (202-336-7123).

✓ TALK ABOUT THE CLINTON ECONOMIC PLAN

A "Backgrounder" summarizing what's wrong with Clinton's economic plan is attached.

✓ TALK ABOUT THE BUSH AGENDA FOR AMERICAN RENEWAL

A six page summary is included to provide you with complete details.

Remember, we're counting on you to get out the message. Your participation is vital to the President's success. Take action...let people know about President Bush's Agenda to Renew America.

TALKING POINTS

Agenda for American Renewal

September 10, 1992

- o President Bush demonstrated today that he understands the economic problems facing the American people, and has an *Agenda* to solve the problems and renew America.
- o Bush's approach is comprehensive and integrated — and it will work.
- o It doesn't deal with just some of our problems. It deals with all of them in a way so that each specific solution reinforces others:
 - Expanding global trade.
 - Educating our children.
 - Sharpening business' competitive edge.
 - Ensuring economic security.
 - Promoting economic opportunity.
 - "Right-sizing" government.
- o I applaud the President for spelling out comprehensive action-oriented solutions he will pursue to win the economic competition.
- o I also applaud the President for outlining specific proposals he'll push through in the first year of his second term.
- o There is clearly a sharp distinction between the two candidates visions of how to achieve the economic security of this country. The Clinton plan of higher taxes, more spending and excessive government mandates will cripple industries and cost even more jobs. The Bush *Agenda* is what the economy needs.
- o It was good to see where President Bush stands and where he wants to take America. We're still waiting for his opponent to take a stand and show us where he wants to take America and how he would try to do it.

QUESTIONS AND ANSWERS

Agenda for American Renewal

September 10, 1992

Q1: What are the differences between President Bush's *Agenda* and Bill Clinton's plan?

A: It comes down to a question of central beliefs. George Bush believes in less taxes, less spending, less government. Bill Clinton believes in more taxes, more spending and more government. There is clearly a sharp distinction between them on how to achieve the economic security for America. The Bush *Agenda* is the comprehensive and integrated approach that is needed.

Q2: With the Cold War over, what do you see happening to our economy?

A: The world is changing -- and so to is our economic picture. America is being changed from within by an industrial transformation, the pulling back from the debt load of the 1980s, an out-of-date banking system, and the emergence of a new global economy. The fact is we are now in a global competition, and to win we must have sustained economic growth. This is President Bush's goal: to nearly double the size of our economy to \$10 trillion by early next century.

Q3: He has been President for four years. Why did he wait to announce this now?

A: The just-announced *Agenda* ties together many of the actions the President has sought since the day he was elected. It is important to pull these ideas together and show how they can reinforce one another to renew America and improve the lives of all Americans. Voters deserve to know each candidate's philosophy, approach, and proposals for renewing America. This *Agenda* does that.

Q4: What does the President propose we do?

A: President Bush's *Agenda* calls for action on six fronts: challenge the world through free trade that creates jobs at home; prepare our children for their future by radical education reform; sharpen business' competitive edge through lower taxes, job-creating incentives, and legal reform; promote economic security for working Americans through job training and health care reform; leave no one behind as we empower people to help them escape poverty and dependency; and rightsize government by lowering taxes and cutting spending.

Q5: Doesn't Bill Clinton's plan accomplish the same goal?

A: No. Clinton's "Putting People First" plan is hardly a plan for economic renewal. Clinton calls for the largest tax increase in history (\$150 billion), more than \$220 billion in increased government spending, more burdensome regulations and mandates on businesses and workers, and government-run health care. 2.6 million Americans will lose their jobs as a result of Clinton's call for higher taxes and burdensome regulations.

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September 10, 1992

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Agenda for American Renewal

September 10, 1992

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SAMPLE NEWS RELEASE:

Agenda for American Renewal

September 10, 1992

FOR IMMEDIATE RELEASE
September 10, 1992

CONTACT: (your name)
(your phone number)

(YOUR NAME): BUSH AGENDA RIGHT ON TARGET (Your name) Praises Approach to Helping the Economy

(Dateline) - (Your name) today praised President Bush's economic address in Detroit as "just the bold, new approach needed to spur economic growth, create new jobs, and keep America moving forward." Moreover, the President's *Agenda*, (your name) noted, "doesn't rely on tax hikes or increased spending to solve our nation's problems."

During a speech to the Detroit Economic Club today, President Bush presented his economic vision for the nation - an "Agenda for American Renewal" - and laid the groundwork for American economic preeminence in the post-Cold War era.

In it, the President calls for streamlining a bloated federal government and promotes economic security for working Americans. Economic growth, he stressed, will only be achieved by lowering taxes, cutting spending, limiting government, creating competition and opening overseas trade markets.

"President Bush clearly understands the economic problems facing the American people," (your name) said. "He has offered a comprehensive and integrated approach to solve the problems and renew America -- and it will work."

The President's *Agenda for American Renewal* includes action on six fronts:

- **A Global Economic and Trade Policy:** Set free, the American worker will out-compete anyone. The President called for Congressional passage of the North American Free Trade Agreement and completion of global trade negotiations.
- **Prepare America's Children:** We must overhaul our schools, creating competition, he said. Give parents the choice and the means needed to send their children to the best school in the neighborhood - public, private, or religious.
- **Sharpen Businesses' Competitive Edge:** President Bush asked for lower taxes, enterprise zones, a permanent R&D tax credit and a lower capital gains rates.
- **Promote Economic Security for Working Americans:** The President also proposed a wider and more flexible range of job training and placement services. He advocated reforms to ensure Americans won't lose their retirement funds or health coverage if they lose or change jobs.

SAMPLE NEWS RELEASE

Page Two

- **Economic Opportunity for All:** We must empower people through the ownership of property and the dignity of work, he said. Reducing crime, building a core of property owners, creating business incentives, and individual discipline and self-reliance are the goals of his programs.
- **Rightsize Government:** Government is too big and spends too much, the President said, calling for a cap on the growth of non-Social Security mandatory spending; a freeze on domestic spending; a balanced budget amendment; a line-item veto; and a new check-off box on tax returns - to give taxpayers the power to cut the deficit themselves.

"I strongly believe," (your name) said, "that the President's bold economic vision is one of renewed opportunity in a changed world. George Bush helped make our world a safer place, and, I believe, he is committed to shaping the change and securing America's role as the world's most productive nation and economic superpower."

"(Your district or state) has much at stake in the economic choices our nation faces. (Your residents - New Mexicans, for example) know that people need to keep more of what they make to help the economy grow. If we raise taxes and increase mandates on working (your residents), it won't help the economy - it will hurt."

In contrast to the Bush plan, Arkansas Governor Bill Clinton's economic plan calls for:

- A \$150 billion tax increase - the largest in American history
- \$220 billion in increased government spending
- A 7-9% payroll tax to fund a government-run health care plan
- A 1.5% payroll tax to finance worker retraining

"I think it is important to note," (your name) said, "that the effect of the Clinton tax hikes will be to put an estimated 2.6 million Americans out of work. Clearly at a time when our economy needs a boost to help it grow, the Clinton plan will do just the opposite - it will make the economy shrink."

"The plans offered by the President and by Governor Clinton offer the American people two very different agendas for the fall. I am confident that the American people and the people of (your area) oppose increased taxes and more government. The President's plan is the best approach to the economy."

###

BACKGROUND

September 10, 1992

Issues Office

BUSH
QUAYLE
92

A SUMMARY OF THE CLINTON ECONOMIC PLAN: HIGHER TAXES, FEWER JOBS

Bill Clinton is selling his "National Economic Strategy" as a way to "put people first," but he is really trying to put one over on the American people.

- o Taxes: Clinton unabashedly proposes the largest tax increase in American history, at least \$150 billion over four years.
 - That's before counting the cost of his health care plan, which could add another \$80 billion in taxes. New taxes and mandates on business could alone cost American businesses \$101 billion next year, 54% of their 1991 profits.
- o Spending: Clinton's plan will not cut spending. In fact, Clinton proposes to increase spending by at least \$219 billion.
 - Of his supposed \$145 billion in spending cuts, \$61.3 billion are generated through ill-conceived additional defense cuts, and another \$57.5 billion consists of fraudulent gimmicks which will produce no real savings.
 - Including Clinton's play-or-pay health care plan, the total spending increase could reach \$416.5 billion.
 - Clinton acknowledges he would add one trillion dollars to the national debt over the next four years. On top of this, his program would likely squander another \$200 billion in additional deficit spending.
- o Job Destruction: Clinton's strategy would cause 2.6 million jobs to be lost:

Additional defense cuts	1,000,000
Play-or-Pay health care	700,000
Business tax increases	300,000
1.5% payroll tax mandate	300,000
Higher CAFE standards	300,000
Total	<u>2,600,000</u>
- o Clinton's "investment" is a code word for more government spending -- and new spending financed by higher taxes is no "investment" in America's future.
 - Clinton's few growth-oriented policies are largely Republican proposals that have been consistently blocked by Democrats in Congress.

#

Background Information

September 10, 1992

OUTLINE: AGENDA FOR AMERICAN RENEWAL

I) Introduction: The Challenge

- For the first time since December 1941, America is not engaged in a war, hot or cold.
- Historical watershed: This election is about fundamental choices. For America to be safe and secure, we must meet the defining challenge of the 1990s: to win the economic competition, to win the peace. US must be an economic superpower, an export superpower, and a military superpower.
- Entrepreneurial Capitalism: My approach looks forward. We have always preferred an entrepreneurial capitalism that grows from the bottom up, not the top down; a capitalism that begins on Main Street and extends to Wall Street, not the other way around.
- Agenda for American Renewal: Inclusive, not exclusive or reclusive. Free trade. Radically break the mold for our educational system. Sharpen business' competitive edge through catalyzing small business, investing in civilian research and development, and reforming our legal system. Economic security through job training, health care reform, and retirement security. Leave no one behind by empowering everyone to break the cycle of dependency on welfare. "Rightsize" government.

II) Context: Five Changes Underway in the Economy

- Time of Transition: We're shifting from one era to another. Leads to turbulent transitions, major changes, and anxiety.
- 1) Defense Conversion: With end of Cold War, have begun re-adjusting our defense burden. In long-term, this will make us more competitive, but in short-term, it's painful.
- 2) Restructured Industry: US industry moving from old-style, hierarchical organizations to "flattened" and "decentralized" structures. Lean production. Shortened production cycles. Need greater flexibility not government-mandated plans.
- 3) Debt: 1980s -- longest peacetime expansion in US history. Led many companies, institutions, individuals to take on too much debt. Have been paying down that debt over last three years, instead of buying goods. Have been going through shaking out period. Will be leaner and more powerful.

- 4) **Financial System:** Entered 1980s with banking system designed 50 years ago. Less inefficient institutions (S&Ls) could not survive -- but government had to protect savers. Process nearing its end -- but process has left lenders cautious.
- 5) **International Interdependence:** One out of every six manufacturing jobs depends on exports, one of every three acres for sale abroad. Growth abroad helps growth at home, sluggishness abroad causes sluggishness at home.

III) Start With Strengths

- **Key Strengths:** Need to build on key strengths in our economy in order to renew it. Low misery index. Low inflation rate. Low interest rates. High home ownership rate. Higher education.

IV) Four Guiding Principles

- 1) **Individuals:** Believe America's strength comes from individuals, not special interests. Individual, family, community.
- 2) **Economic Growth:** keys to unleashing initiative and private sector expansion are: Lower taxes. Limited government. Less regulation. More competition. More open trade.
- 3) **Conservative Agenda for Helping People:** Don't want to leave anyone out. Want to empower people to make their own choices, to give them incentives to break away from dependency on welfare. Unleash initiative, reward success, encourage excellence.
- 4) **Comprehensive and Integrated Approach:** Can't just deal with part of the problem. Must deal with domestic, economic, and foreign policy in their interrelationship to one another. Comprehensive, integrated approaches are required for today's complex and interconnected world. Not a question of either domestic or foreign. Must address all aspects.
- **Action on Six Fronts:**
 - 1) **Challenging the World:** A Strategic Global Economic and Trade Policy.
 - 2) **Preparing our Children for the 21st Century Economy.**
 - 3) **Sharpening Business' Competitive Edge:** Encouraging Entrepreneurial Capitalism.
 - 4) **Promoting Economic Security for Working People.**

-- 5) Leaving No One Behind: Economic Opportunity for Every American.

-- 6) "Rightsizing" Government.

V) Challenging the World: A Strategic Global and Trade Policy

- Economic and Export Superpower: In post-Cold War world, exports key to economic growth.
- NAFTA -- Building Block: Start with free trade for North America -- largest open market in the world. Extend to Asia (APEC) and Europe. South America. Eastern Europe, Russia, and Eurasia.
- Global Free Trade: Need to negotiate strategic free trade agreements globally. Meanwhile, will promote free trade vigorously -- no unilateral disarmament.

VI) Preparing Our Children for the 21st Century Economy

- Our Children, Our Future: Our children represent our hopes for the future. How they are educated, trained will determine how successful, prosperous, fulfilling America's future will be.
- Money, alone, not sufficient: Already, we spend more per pupil on education than any country except Switzerland. So, money alone, not the answer. Increased education budget 41% during Bush term. Need to "break the mold" for our schools. 21st Century Schools for 21st Century Students.
- Standards.
- Voluntary National Achievement Standards.
- Free Teachers to Teach. Educational Entrepreneurs. Let teachers teach. Get governments off their backs. Design new programs.
- Choice -- Competition. Educational Opportunity for All. GI Bill for Kids to allow parents to choose how to educate their children.

VII) Sharpening Business' Competitive Edge:
Encouraging Entrepreneurial Capitalism

- Strengthening Small Business: Small business creates two-thirds of our jobs. Need to catalyze it, not strangle it with paperwork and restrictive regulation. Permanent R&D tax credit. Capital gains. Enterprise zones. First-year depreciation for property purchases. Cut regulation. Loans through SBA.

- **Supporting Civilian Research and Development:** R&D is the key to tomorrow. Decentralize, privatize R&D. Link basic research at universities to production in the factory. Regulatory reform is a critical link.
- **Reforming Our Legal System:** We must sue each other less and care for each other more. Civil litigation is a drag on the economy. Tasseled lawyers prosper while working men and women are hurt. Foreign firms pay only 60% of what ours do on product liability. Need product liability reform for competitiveness. "Access to Justice Act of 1992."

VIII) Economic Security for Working People

- **Job Training:** In today's world, people will change jobs many times over. Need universal coverage; skill grant vouchers; and increased resources. (That's why we're tripling resources devoted to skill training over the next five years.)
 - **Youth Training Corps. Apprenticeship Program. JROTC.** to help disadvantaged, promote meaningful skills and make part of the economic mainstream.
- **Affordable Health Care for All Americans:** Want to maintain high-quality, high-tech medicine. Want to guarantee access to health insurance through credits/vouchers to pay for a basic health insurance plan. Would benefit some 95 million Americans. Risk "pooling" for small businesses. "Job lock" protection for employees. Malpractice reform. Electronic billing to reduce paperwork costs.
- **Pension Portability:** Workers need to be able to preserve their retirement pensions as they change jobs. Proposed initiative to increase pension portability, expand pensions coverage, simplify laws covering pension plans.

IX) Leaving No One Behind: Economic Opportunity for Every American

- **Leave No One Behind:** Need to draw on the energy of all Americans, empower everyone to build the American dream. Ownership and opportunity. Break the cycle of dependency on welfare. Welfare-to-work. Job training, education as receive welfare. Enterprise zones. "Weed and Seed." Homeowner opportunities for lower and middle-income Americans.

X) "Rightsizing" Government

- **Fiscal Responsibility:** The American people are not taxed too little. The American government spends too much. Deficit needs to be attacked in multiple ways.

- Cap growth of mandatory spending.
- Proposed over \$72 billion in specific spending cuts to implement caps on mandatory programs. (\$132 billion over five years)
- Freeze all other spending.
- Line item veto.
- Balanced budget amendment.
- Check off 10% to reduce debt and spending. Why shouldn't every American have the right to choose to drive down the deficit?
- Further tax cuts.
- **Government Restructuring and Revitalization:**
 - Cut Executive Office of President by 33% if Congress cuts its operations likewise.
 - Cut pay by 5% for those federal employees earning more than \$75,000 a year.
 - Restructure Executive Branch through consolidation of departments, agencies, and bureaus.

XI) A Strategy for Implementation

- **New Era, New Congress:** Will work with the new Congress (governors and mayors) to push through 13 separate packages in the first year of my second term to renew America:
 - 1) A radical overhaul of American education to emphasize excellence, standards, competition, entrepreneurial schools, and a "G.I. Bill for Kids" that will give parents a choice of schools.
 - 2) My job training programs.
 - 3) My health care reforms.
 - 4) A package to cut spending, including a cap on the growth of mandatory spending, a taxpayers' "checkoff" to reduce the debt, a line-item veto, and a balanced budget amendment.
 - 5) Tax cuts paid for through spending reductions and growth, including reductions to spur entrepreneurial capitalism and small business.

- 6) NAFTA.
- 7) New trade negotiations authority so we can conclude new Free Trade Agreements across the Atlantic, the Pacific, and in our own hemisphere.
- 8) A government reorganization plan to streamline the structure, ensure functions fit new needs, and cut salaries at higher levels.
- 9) Reform of our legal system.
- 10) A package to clear away crime, build business, and put people to work in our inner cities.
- 11) An expansion of civilian R&D linked to new applications.
- 12) Ban on PAC Contributions.
- 13) Limits on Congressional terms.

MAXIMIZING PRESS RELATIONS

BY

Ceci Cole McInturff

RULES TO LIVE BY:

- I. Make It Easy On the Media
- II Be Honest
- III. Remember That Perception Is Reality
- IV. Defy Labels/Break Stereotypes

MAKING IT EASY ON THE MEDIA MEANS . . .

...having basic materials on you and your campaign prepared for media distribution ahead of time. Basic materials are your personal biography, a basic black and white photo of yourself, a summary of your positions on basic issues relevant to the campaign, the correct address of your campaign and the name and phone numbers for your designated spokesperson, and a schedule of your campaigning for the upcoming week, all together in a press kit folder for easier handling by the press.

Your press kit can be continually updated with positive news clippings, news coverage or editorial endorsements as those occur.

BEING HONEST MEANS . . .

. . . in all you say and all that is written on your behalf as a candidate, tell the truth and only the truth. Use only your actual titles when listing past jobs. Distinguish between fulltime staff jobs and consulting jobs. No enhancement of biographies nor borrowing of words, ideas or facts no matter how subtle is worth the charge of falsifying credential or plagiarism.

Don't claim to know something if you need to check first. If you discover a mistake in something publicly said or written on your behalf, correct it quickly.

REMEMBERING THAT PERCEPTION IS REALITY MEANS . . .

. . . it may have been unfair of your opponent to show

up at your news conference and challenge you on the facts of something that happened during your last campaign for a different office. The facts the opponent used may have been totally untrue. But if you look or sound defensive, respond in detail to the charges, forget what was to be your news conference topic, loose your cool and throw something at him, who looks guilty? Who caused a negative impression on some percent of voters, most of whom only see your reaction (minus the original provocation) on TV?

BREAKING STEREOTYPES AND DEFYING LABELS MEANS . . .

. . . always in keeping with your own convictions, the Republican Party's philosophy and the local values of your electorate, as much as you can defy being stereotyped or labeled by the media, the more coverable a candidate you will be.

Much of the media still assumes if you're a Republican candidate you're white, male, Christian, Protestant, pro-business and conservative on most issues. Obviously as a woman candidate, they are wrong on a least one of these accounts.

As a female candidate, much of the media may next assume that you will focus more strongly on the issues of drugs, education, child care, moral values, abortion and equal rights; they may assume you will have fewer proposals regarding the economy, producing jobs, interest rates, fostering trade or protecting the military.

Some may even try to assign you, as a female candidate, neatly into one of two categories based upon your personal stand on the issue of abortion, assuming if you are pro-life that you are fiscally and otherwise conservative on all values down the line, or that if you are pro-choice you are a greater supporter of the environment, civil and equal rights legislations, or more open to taxes! These presumptions may be outdated and give individual candidates (and voters) little credit for having personal convictions of their own, but be aware of them. Be aware of the news value of - when it's appropriate and sincere - breaking out of them.

DEALING DIRECTLY WITH THE PRESS:

WHAT IS EARNED MEDIA?

Earned media is a way to make news and gain publicity for your party organization or candidate without having to pay for it. Unlike television and radio commercials, newspaper advertising, direct mail or bumper stickers and billboards, a successful earned media program will cost you virtually nothing. But earned media is not free. It requires aggressiveness and hard work to obtain media coverage. ~~The following pages offer some ways to~~

help you succeed.

WHY IS EARNED MEDIA IMPORTANT?

Obtaining earned media is important for three primary reasons. For candidates, it can be viewed as a short cut to reaching the voters since most candidates are unable to meet every potential voter personally. When running in a large district, news coverage becomes one of the primary ways to communicate a campaign message to the voters.

Earned media coverage also gives you a degree of credibility and believability that is not obtainable from paid advertising. Appearing in a newspaper story or on a newscast rather than in an ad creates a perception in the voter's mind that you are a newsmaker, someone who is important enough to be covered by the media. Becoming a newsmaker is essential to most candidates as a way of demonstrating that they are of sufficient stature to hold public office.

A third critical reason for an effective earned media program is the cost of paid advertising. Few candidates and even fewer party organizations have the financial resources to do all of the advertising they would like to do. Every opportunity to obtain earned media exposure is therefore essential.

HOW DO I BEGIN?

To initiate an effective earned media program you must put someone in charge of it. Ideally, this will be a full-time news secretary or communications director. This person will be responsible for serving as a liaison with the media, preparing news releases, speeches, opinion pieces, newsletters, etc., scheduling media events, interviews, news conferences and handling all other media related activities. Qualifications for such a job ideally would include:

1. Good political instincts.
2. Excellent writing skills.
3. Experience working with reporters.
4. Experience with layout and design of newsletters, brochures, etc.
5. An appreciation for political research, how to research an opponent and how to use that research in a political campaign.
6. Experience setting up news conferences, writing news releases, speeches and newsletters, feeding radio actualities, scheduling interviews and editorial boards.
7. An ability to work under pressure and to meet deadlines.
8. A Willingness to work long hours.
9. A creative mind.

10. Someone you feel comfortable with, have confidence in, and can trust.

Many candidates or committees naturally look to the media for an experienced person to hire as news secretary or communications director. If you choose to consider a reporter for this position, keep these two facts in mind: 1) Reporters are trained to tell both sides of a story making it difficult for many of them to assume the role of a partisan promoter. 2) Don't make the mistake of hiring the best friend you have in the media for this position. If you do, that person is no longer writing favorable articles or doing favorable stories about you on TV or radio.

Dealing with Reporters

1. Reporters are not the enemy.

If you start off with an antagonistic attitude toward the media, the media will probably respond in kind. Most reporters try to be fair. And what's fair or unfair is made through tinted glasses, in that as partisans we aren't always the most objective people ourselves. You don't have to best friends with reporters, but develop professional rapport.

2. Be professional.

If you want reporters to respect your campaign, you must run a professional operation. Never send out news releases with typographical errors. Provide ample notice of events you want covered. Provide sufficient background information for news conferences. If you promise to get back to a reporter with an answer, do, before their deadline, even if it is to say you don't yet have the answer.

3. Be honest and accurate.

If you are asked a question with an embarrassing answer, say "No comment." You cannot and need not have every answer. Don't bluff your way through an answer. By the same token, nothing is gained by refusing to release information that will eventually be made public.

4. Be responsive.

Build a reputation as someone who can be depended upon to provide timely, accurate news in a usable form.

5. Don't pick fights with those who buy ink by barrel and paper by ton.

The media always has the last word. If the media reports a factual inaccuracy in a story, you have every right to request a correction. But in matters of interpretation (what was or was not an inspiring speech, etc.), it rarely merits discussion of

your disagreement; you are unlikely to change minds.

6. Reporters are busy.

You are one of many stories competing to be covered in a day. So the easier you make yourself to cover, the better your chances of spreading your message via the media. Always provide your campaign spokesman's phone number on every thing you send a reporter.

7. Reporters are ambitious.

These are highly competitive people to whom it matters whether they get a byline in that day's paper and whether it is on page 1 or page 2, whether their story was on the news that night and whether it led or was last. So make yourself newsworthy, ask your reporters what kind of stories they like/need to cover and try to be such a story, but remember that reporters use information for their goals, not yours....

8. Reporters are human.

They make mistakes, as you will. They have families and outside interest, too. Don't make it a one dimensional chore working with them, and you will begin establishing rapport. Other ways to do so:

- Visit reporters where they work;
- Let reporters know when you think they've done a particularly good story
- Show that you have a sense of humor, within bounds

Dealing with "Bad Press"

If you feel you have been treated unfairly by the media, stop and consider calmly whether this really is the case. Are you over-reacting? What are the long-term implications...more serious than those that could occur if you make this a big deal, alienating members of the media?

Next ask yourself if the story in question is a "one day story"? Will it be passed over by the public at the end of the day? If so, your responding may simply keep the story alive longer. Don't allow your intentions and actions to boomerang.

Ultimately, if you feel it is warranted to respond, consider your alternatives:

1. A clear, concise letter to the reporter, editor or news editor in question outlining the inaccuracy in what was reported.
2. Never demand a retraction. Ask politely that a "correction"

be made.

3. If responding to an editorial, request the opportunity to write or broadcast outlining the other side of the argument.
4. If the problem is with an individual reporter, and evidence of the bias has been repeated - this is not the first or second time - do not accuse. Approach a one on one discussion in private this way: "We may be misunderstanding one another; what can I do to clear this up?"

HOW DO I PUT TOGETHER A PRESS KIT

A press kit is designed to provide reporters with some basic information on your candidate or party committee. Press kits should be distributed to every news outlet on your press list. Ideally, you should hand deliver your kits because it gives you an opportunity to meet the reporters in person.

The Folder:

The contents of the kit should be placed in a folder. The folder does not have to be elaborate. A slick folder especially produced for you is wonderful, if you have the money, but by no means essential. You can get cheap folders at a local stationary or department store and put a stick-on button or bumper strip on the outside to make a cover. Some press kit folders are designed like file folders with the candidate or party committee's name on the tab. The most essential thing however, is that the folder has inside pockets for your material.

Contents of a Candidate Press Kit:

1. Pictures

- a) 8 x 10 portrait-type shot (no need to do color -- papers won't use them.)
- b) 8 x 10 composite pictures -- These should be both portrait-type shots and candid shots -- some should be one column and some two column -- remember that pictures can appear anywhere on the page of a paper, but no paper will use a shot of anyone looking off the page, only into it, so provide a choice of pictures.

2. Biographical Fact Sheet -- Generally a one-page, birth-to-date informational guide, pointing out important events during the course of the life of the candidate.

3. Narrative Bio -- combining personality and action with issue

stands, accomplishments, etc. This should really paint a picture of the candidate, because this is the bio you want the papers to run and the reporters to use when doing an in-depth analysis or story.

4. Campaign Material -- copies of your buttons, bumper sticker, brochures, etc.
- 5/ Campaign Information -- Names of the top people within the campaign, i.e., manager, news secretary, scheduler. Be sure to include the headquarters location and telephone numbers, as well as home phone numbers for the news secretary and possibly the manager and candidate. (Make a specific note on this sheet that all media queries should be directed to the news secretary. This will not prevent reporters from contacting other staff members, but will make it less likely. It is very important that your campaign speaks with one voice. If you provide the phone numbers of all of your staff people, you're inviting reporters to contact them directly. The next thing you know, the receptionist in your headquarters will be commenting on your campaign strategy on page one of the local paper!)
6. Chromakey Color Slides for TV Stations -- Chromakey is a process that enables the director to super-impose a visual.. over the shoulder of the anchorman. Supply the stations with head-on portrait-type color slides, one with a smile, and one more serious. (If you only give them a smiling slide, that's what they'll use when reporting your comment on the latest unemployment statistics!).
7. Statements -- Some recent pronouncement by the candidate needs to be included. If he has recently announced, include a copy of his or her announcement statement, or, otherwise, a recent speech detailing some of his stands, thoughts, etc.

If the candidate's family is going to be greatly involved in the campaign, you also might want to include pictures of the family within the media kit. If the spouse is going to be campaigning actively, you might want to consider doing a separate kit.

DEVELOPING A GOOD MEDIA LIST

Before you can plan a single earned media event, or even visit a reporter in his office, you need to put together a good media list so that you know who you are dealing with. Your list should include all appropriate information for every television station, radio station and newspaper that can potentially cover you, whether or not it is in your district or state. There is no deep

secret to preparing a good media list. All it takes is thoroughness and a compulsion for accuracy.

As a first step, start with lists or directories already compiled. These include:

Your state press association: Most state press associations can provide you with a list of member newspapers. The major problem is that this only lists papers belonging to the association. Newly established papers and controlled circulation papers (shoppers) are generally not members.

Standard Rate and Data Service (SRDS): This is a series of publications printed for the advertising industry which are available at ad agencies and many large libraries. They are published several times a year and the data is generally up-to-date. Because they are national advertising guides, smaller and newly organized papers, public tv and radio stations are not included.

Editor and Publisher Yearbook, Ayer's Directory of Publication: These are both industry directories of newspapers. Editor and Publisher is divided by states and by daily and weekly newspapers. Ayer's is state-by-state and city-by-city listing of every type of publication including magazines and newsletters. Because they are published only once a year, the information is sometimes out-of-date. They can be found at some ad firms or larger city and university libraries.

The Bell System: Bell System affiliates in many states publish directories of news media including shoppers, tv and radio stations, and paid circulation newspapers. These directories usually provide little more than the names of the news outlets and their phone numbers.

The Yellow Pages: Probably the most comprehensive source for news outlets. Remember, any outlet organized since the Yellow Pages were most recently published will not be included.

Once you have compiled a list based on one or more of these sources, review it with your local political contacts to see if there are any outlets that you may have missed. Your next step is to begin confirming and expanding upon the information you have about each outlet by contacting the outlet directly. A good press list should include the following kinds of information:

Television Stations:

- o Mailing address and street address.
- o Call Letters, ownership, network affiliation, and

- channel number.
- Telephone number including an after hours number for the newsroom.
- Names of the station manager, news director, assignment editor and individual reporters who may be covering you. Make sure you find out who the weekend assignment editor is.
- Time and length of all daily news programs.
- Any special public affairs programming that the station does (For example, does it air a local "Meet the Press" type show? If so, who is the contact? How are the guests scheduled? How far in advance? Is the program taped or live? What is the program's format?)
- What wire service does the station subscribe to?
- What is the station's editorial policy? Does the station make endorsements? If so, what is the procedure?
- Does the news department have a "live remote" capability, i.e. can it broadcast live from an event (like one of your fundraisers?) Does the station have a news helicopter?
- Does the station have any "sister stations" around the state that it shares news with? Does it have a bureau or "stringer" that covers news for the station in the state capitol or in Washington, D.C.?
- Does the station accept video actualities?

Radio:

- Mailing address and street address.
- Network and wire affiliation, ownership, frequency, call letters, watts, and format (i.e. classical, rock, country.)
- Names of the station manager, news director and any reporters who may cover you.
- Telephone number (including evening news room number.)
- Does the station accept radio actualities? Is there a special number to call them in?
- Frequency and length of local newscasts.
- Any special public affairs programming the station does i.e. does the station have a morning farm report? Does that program have guests? Who is the host?, etc. Are there any call-in programs?
- The size of the news department, i.e. some stations have no news while others are nothing but news.
- Does the station broadcast 24 hours?
- Do any of the disc jockies have guests on their programs?

- How is the station rated in its market, i.e. is it the most listened to, the least listened to?

Daily Newspapers:

- Mailing address and street address
- Owner and publisher.
- Names and telephone numbers of the publisher, editor, news editor, chief
- political reporter, the reporter that would most likely cover you, and
- the editorial page editor.

Number of different editions, and deadlines for each.

- Does the paper print on Sunday? If so, is there a separate staff which publishes the Sunday edition?
- The paper's editorial policy? Does it endorse? If so, what is the procedure? Does it accept guest editorials or columns?
- Circulation and circulation area.
- What is the paper's policy on photographs?
- Who should you send your news releases to?
- What wire service(s) does it subscribe to?
- Does the paper have any bureaus or stringers, like in the state Capitol?
- What is the policy on letters to the editor?
- What is the policy on photographs?

Weekly Newspapers:

- Mailing address and street address.
- Telephone number.
- Is the paper weekly, semi-weekly or bi-weekly?
- The paper's deadline. When is it received by subscribers?
- What is the paper's editorial policy? Does it endorse? If so, what is its procedure?
- What is the paper's policy on photographs?
- The name of the paper's editor, and reporters, if any.
- Does the paper accept guest columns or editorials?
- Who should your news release be sent to?
- The paper's circulation and circulation area.
- Does the paper send reporters to cover news events or does it receive its news exclusively by mail or telephone?
- What is the paper's policy on letters to the editor?

Don't forget to include the wire service on your list.

Associated Press and United Press International are a principle source of news for daily newspapers, TV and radio stations. Virtually every one of these outlets will be affiliated with one of the wires. In fact, some editors believe (mistakenly) that an event is not news "until it moves on the wire." Get the address of the AP and UPI bureaus in your state and talk with the bureau chiefs to learn which reporters will most likely be assigned to cover you. These are very important people to know.

What is News?

1. Is it out of the ordinary?
2. Is it timely?
3. Is it significant?
4. Does it have local appeal?
5. Is it emotional?
6. Does it have general interest?
7. Is there an element of conflict?
8. Will it jolt the viewer/listener/reader?
9. Did it happen locally?
10. Do you mention other names?
11. Is it what other people are talking about?

WHAT KIND OF TOOLS CAN I USE TO MAKE NEWS?

There are many different tools you can use to turn an idea into news such as news releases, news conferences, appearing on a public affairs program, providing a photo to a newspaper or feeding a radio station a taped comment. Your job is to determine which tool or combination of tools will be most effective in communicating each particular message. What follows are some helpful tips on the most frequently used earned media tools.

News Releases:

News releases are the workhorses of the public relations industry and the backbone of most earned media programs. They will probably be the most frequent tool that you use because they are an appropriate way to announce many different kinds of news. Here are some of the types of releases you may find yourself issuing

Event/Schedule

Advance releases on upcoming events or schedules.

Announcement of an issue stand.

Personnel, i.e. announcing appointments of staff, advisory committees, etc.

Cover for more detailed material such as white papers.

Making a charge against an opponent.

Feature releases.

In preparing a good, usable news release, the following checklist may be helpful:

I. Setting Up The System

A. Letterhead

1. It's best to have an original design, but paper with a typed heading can be used.
2. Legal-sized paper is preferable, because it will save collating releases that are too long for letter-size.
3. Essentials for the letterhead: name of candidate or party committee, word "news" or news releases, address, telephone number, and candidate, the appropriate election law disclaimer, if required, at the bottom of the page.
4. Think carefully about whether you want the "union bug" on your news release paper. Failure to have it can be politically costly in some states.
5. Keep design clean and crisp and reflective of the mood of your campaign or committee.
6. Remember, you need envelopes too. If you want to save on envelope costs, you can have your news release stationery printed up as self-mailer, i.e., having your return address printed on the reverse side of the letterhead so that it appears on the outside when the release is folded.

B. The Production System

Any of several reproduction systems will work: offset, mimeograph, etc. The fastest and cleanest method is to utilize a

plain paper, sheet-fed copier (Xerox, IBM, etc.). Releases should be typed on plain paper and photocopies on the letterhead.

C. The Distribution System

1. Put together a comprehensive, annotated media list.
2. Have several sets of envelopes run off in advance, addressed to your list.
3. Consult each news outlet to determine how it wants to get its releases.
4. Use the mail only as last resort; better to hand-deliver, telecopy or hold for pickup.
5. Understand the deadlines of all media. Time releases accordingly.

II. Putting Out an Individual Release

A. Mechanical Functions

1. Proofread carefully before running off releases.
2. Mark "For immediate release," or For release at _____ o'clock a.m./p.m., Day, Date."
3. Use a headline explaining the gist of the release.
4. Include name and phone number of contact person.
5. Use a dateline, i.e., "KANSAS CITY -- Republican State Chairman..."
Your date , is where the news is originating.
6. Keep to one page. Double space, but single space last paragraph if necessary to keep on page.
7. If you go to more than one page, put "MORE" centered at the bottom of the page and use "add 1" instead of "page 2" for numbering subsequent page. Avoid using the back side of the paper.
8. Put "#" or "-30-" centered at the end of the release.

B. Writing Style

1. The first paragraph (the "lead") is the key. Make it as strong, concise and informative as possible.
2. Make sure you get in the basic "who, what, when, where, why" facts in your lead paragraph.
3. Always quote the newsmaker and identify all quotes.
4. Use specific facts rather than generalities. Avoid opinions except in quotes.
5. Double-check all facts and figures, and make sure you know their source.

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3. Always quote the newsmaker and identify all quotes.
4. Use specific facts rather than generalities. Avoid opinions except in quotes.
5. Double-check all facts and figures, and make sure you know their source.

News advisories:

News advisory is a self-descriptive term. A news advisory is a note to news outlets advising them of upcoming news events relating to your activities. A news advisory might be appropriate in these circumstances:

-- To announce details for covering an event (i.e. Media wishing to cover the campaign rally featuring form President Ford must contact Joe Flack at 555-XXXX by 5 p.m., Thursday, May 15 in order to receive the necessary credentials.)

-- To announce a news conference without giving away the substance of the subject to be covered. (i.e. Republican State Chairman John Doe will respond to Governor Smith's State of the State message during a news conference at state party headquarters, 310 First Street, Smalltown, immediately following the Governor's address.)

-- To provide technical information about your campaign or party that is needed by news outlets. (i.e. The State Republican Party will be changing offices on Saturday, April 19. The new address will be... The telephone number, effective Monday, April 21, will be...)

A news advisory begins just like a news release. There should be a headline explaining the purpose of the advisory (DETAILS OF RIVER CITY NEWS CONFERENCE ANNOUNCED BY REPUBLICAN CAMPAIGN). Just as in a news release there should be the name and phone number of a person in your campaign for reporters seeking additional information to contact.

The difference in the body of the news advisory. Unless you are dealing with an extremely complicated event or issue, an advisory should run not longer than two short paragraphs and will not contain any quotes.

Your first paragraph should contain the traditional who, what, when, where, and sometimes why or how.

Use simple declarative sentences. Stay away from adjectives and adverbs. If you feel you must stress a heightened sense of importance, do so by calling news outlets, not by including extraneous verbiage in your news advisory.

When properly used, a news advisory can be an important part of your earned media program. Always remember that a news advisory and a news release have separate purposes. Keep advisories short, simple and to the point. Your news outlets will love you for it.

HOW TO IMPROVE YOUR WRITING FOR RELEASES AND ADVISORIES:

As you prepare your releases or advisories, here are some general rules that can help you improve your writing:

1. BE CONCISE. Strip away all words that are not pertinent to your message. This does not mean, however, that you should write in a jerky staccato style. Graceful prose is always a virtue.

2. BE CLEAR. Write to express, not impress. If you have doubt about the clarity of a paragraph you have written, rewrite that paragraph. Shorten your sentences. Substitute familiar words for unfamiliar words. Use concrete examples. Strive for clarity.

3. BE CORRECT. There is no excuse for misspelled words or typographical errors. Have someone proofread everything that is to leave the office. Remember, mistakes undermine the credibility of your message.

4. BE ACCURATE. If you cannot confirm the accuracy of what you write, don't write it. Remember, your credibility is easy to lose and hard to regain.

5. BE CONSISTENT. Don't shift from a formal tone in one paragraph to a folksy tone in the next. Don't shift between first person and third person. Titles, capitalization and punctuation should be standard through all your printed material.

6. Get a copy of an AP or UPI Style Book. That's what reporters use to write their prose in a uniform journalistic style.

News Conferences:

News Conferences are one of the most important vehicles of any earned media program. They serve the basic purpose of relating information and allowing media to ask questions. They also serve to put you or your boss on the spot. News conferences, without being dramatic about it, are tremendously important to perception and acceptance of both information and the individual.

Holding a news conference is not to be taken lightly. There are certain rules that should be considered. The first order of business of any news conference is the THINK. You should ask yourself the following questions:

1. Is the person holding the news conference prepared: This is the most important question. If the answer is "no," do not hold the news conference.
2. Is it news enough to merit a news conference? If not, don't expect the media to show up the time you hold one.

3. Is it being held at the proper time? Pick a time with media deadlines in mind.
4. Is there ample background information for the media?
5. Is it convenient for the media to cover?

All of these questions must be answered before you even begin planning the actual news conference. If any answers come up negative, step back and find out why and solve that problem first. Remember, news conferences are aimed toward obtaining full turnout and full coverage.

If, after consideration, the decision is made to hold a news conference, the following checklist should prove helpful:

A. Schedule With media deadlines in mind. Rotate for A.M. and P.M. papers, or for other deadline conflicts if there are such.

B. Notify new outlets. Nobody's going to come if they don't know about it. A minimum of 24 hours should be allowed for notification. Do it earlier if possible. To be safe, written notice should be sent out and telephone follow-ups should be made.

C. Brief The newsmaker. Make sure he or she knows the subject inside and out. Also make sure that he or she understands that reporters are not limited to asking questions only about the topic of the news conference. You must try to anticipate likely questions on other topics and brief the newsmaker on these issues as well.

D. Arrange a location. If inside, make sure the room is properly arranged. Have seats for scribe in front, with room for cameras, microphones and tape recorders. Be sure the room is available in advance for TV setup. The newsmaker should speak from a podium. Make sure the background behind the podium is not "busy". Many hotels for example, have the most outrageous wallpaper in their meeting rooms that looks terrible on TV. The best backdrop is a "presidential blue" curtain. Avoid white at all cost. Also make sure there are ample electrical outlets.

E. Arranging "on-site" locations. On-site news conferences are usually more visually interesting and dramatic than the sterile environment of a meeting room. In arranging these locations, however, there are a couple of key points to keep in mind:

1. Make sure the location is appropriate. One

enterprising news secretary decided that a fast food restaurant was the perfect place to have his boss rail against the excessive cost of government regulations by citing a study identifying some 40,000 regulations on the average fast food hamburger. Unfortunately, he selected an Arby's as his site and much to the embarrassment of his candidate, Arby's doesn't sell hamburger!

2. Always ask permission in advance. If you are planning to use someone else's property, even if you are standing on a public sidewalk out in front, the last thing you want is for the owner to storm into the middle of your news conference and throw you out, or at least try to!
3. If your event is outside, make sure the sun is not directly behind the speaker or directly in the speaker eyes.

F. Hospitality. Consider providing coffee, soft drinks, doughnuts (if in the morning) or sandwiches for the media folks. After all, they are your guest. (And TV crews are always hungry).

G. Timing is also essential. It can sometimes be even more crucial than location. Check the date that your news conference will be held and determine if there are any major events planned which would dilute coverage of your event. (If you have developed a good rapport with one of your local TV assignment editors, he or she may provide you with this information.) Also, remember the deadlines of various media. The best time to hold your news conference is between 10:00 a.m. and 3:00 p.m.

H. Distribute copies of your news release or your opening statement a few minutes before the news conference starts. Generally, when you begin, you should open with a statement lasting about 90 seconds. The statement should contain the details of what is to be said. It should be concise, and complete enough so that the television and radio folks can edit the crux of the news to be made from that statement. Of course, after the statement, the news conference should be opened up for questions.

I. Start on time, and finish when interest lags. A half-hour is almost always enough.

J. Provide backup information for reporters at the conclusion of the news conference. Make notes on question the speakers flubs, and straighten them out at the conclusion, at

least with the reporter who asked the question. Also, tape record your news conference. It gives you a record of exactly what was said, and if a reporter for some reason does not make the news conference, you have exact quotes that he can give. Further, it provides material for radio actualities.

K. Note who wasn't there, and follow up afterwards by hand delivering to them a copy of your news release or opening statement.

Above all, remember the basic rules of thumb for a news conference. If it isn't news, nobody will show up the next time. Remember the deadlines of your media, be sure to have ample copies of statements or releases and make certain the newsmaker is prepared to face a room full of reporters. You are inviting the news media to cover a story, so be sure keep them in mind in all arrangements; otherwise they might think twice the next time.

Radio Actualities:

Radio actualities are a much underused communications tool considering the limited amount of effort required to produce and furnish one to one to the radio station. Many stations, particularly rural ones, will use an actuality repeatedly throughout the day or even over an entire weekend, in every local newscast. That kind of publicity is too valuable to miss!

An actuality is simply the actual voice of the person who is related to a certain news story. The actuality is usually transmitted to the radio station by telephone.

For an actuality to be good (and for our purpose "good" means it is used on a newscast), it should meet four requirements.

1. It must be short. Keep it to 30 seconds. Most newscasts are five minutes long. Take away the open and close and a commercial, and you're left with about three and a half minutes of news. If you run over 40 seconds, the chance that your statement will be edited increases dramatically.

2. Make sure you are in some way directly involved with the actuality. If you are a current officeholder, you make news by virtue of your position. For example, your statement might start, "Today I introduce legislation to outlaw the word Democrat..." or "I have written the President today to ..."

3. Keep it timely. Nothing will get less use than dated actuality. Radio news "eats" news stories faster than the

"Alien" east people. An actuality that is news in the morning may be dated in the afternoon. (This is less true for small, rural stations).

4. Don't make it sound like a campaign commercial. The words "If I am elected..." should never appear in a actuality. Stations will not use actualities that sound like they should be paid ads.

A few tips on an actuality program:

1. Don't feed taped actualities to all your stations. Use a rotational system where your candidate or chairman personally calls three or four stations to read the actuality and then takes the time to chat with the reporters about nothing in particular. Radio are like most of us. If you take some time to treat them as people rather than just tools in your publicity campaign, you'll find that they will respond to the attention you've paid them.

After the speaker has talked with three or four stations, feed the taped actuality to the remaining stations. The next time, call a different three or four station for the personal touch.

2. Many state (especially in the South and Midwest) have state radio networks which share news and audio feeds. So in some instances, feeding your actuality to one key station gets on forty or fifty stations.

3. Don't over-use the actuality. No news director likes to think he is being taken advantage of. One, maybe two, a week is usually plenty.

4. If your actuality is turned down, accept it gracefully and don't argue with the newsmen. If you take rejection well, the next time you call chances are your statement will be used.

5. It is not necessary to call your entire actuality list every time you have a statement. You might want to target your list, broken down by city or programming (farm listeners, hispanics, etc.). The fact that you are visiting a particular city may be news that merits feeding an actuality to just the three or four station in that city.

The Mechanics of Feeding an Actuality

There are two types of actuality systems—cheap and expensive. If you can afford it, expensive is definitely the way to go. The three items you need are:

advisable to pre-record the countdown on the tape just before the actuality begins. The newsman should hear, "Candidate Smith actuality in 5-4-3-2-1- Today I voted..." The countdown lets the newsman get the proper level for this recorder. Also many stations will record directly on a cartridge tape which they will start after hearing "-1" in your countdown.

5. Once the actuality has been recorded by the station, replace your phone's mouthpiece and check with the newsman to make sure he received it OK. Then thank the newsman and say good-bye.

Some final tips:

1. If your recorder has a tone control, turn it as far over the treble side as possible. If the control is too far to the bass side, the actuality will sound muddy with the treble up, it will sound cripes.
2. If at all possible, use a phone with an extension close by the phone where you feed. In that way, you can have the alligator clips attached to one phone and call the stations on the extension. When you play the actuality, simply hang up the phone you were talking on. This keeps the noise from going through the phone and decreasing the quality of your feed. The use of two phones eliminates the constant screwing and unscrewing and connecting and disconnecting of the alligator clips.

Photographs:

It is easy to overlook as a communications tool, but a picture is still worth a 1000 words! The following checklist gives you some guidelines for the use of photographs.

1. Competent Photographer - If you don't have one, find one. A good bet is a college student, preferable one who has his own darkroom.
2. Adequate Equipment - A good 35mm camera can be purchased for as little as \$150.
3. Adequate Processing Arrangements - Again, a good amateur can be helpful, but it is also possible to make arrangements with a commercial lab. Turnaround time is vital.
4. Good Quality - Nothing will turn off an editor quicker than a bad quality picture. Keep these points in mind:
 1. Photo must be sharp and in focus.
 2. Keep alert for distracting backgrounds.
 3. Plan for adequate cropping if finished product is sent to

1. A cassette recorder. Sony and Marantz Superscope both make excellent machines. You can expect to pay around \$200 for professional quality equipment.

2. A voice coupler. This is telephone company equipment which costs \$40-\$50 to install. It allows you to feed directly from your tape recorder into the telephone and turns off the microphone in your receiver. This avoids juggling alligator clips, which the inexpensive systems entails.

3. A connecting cord. This costs about \$2.00. Get it when you buy your tape recorder. The small male plug goes into the "monitor" hole of the recorder, while the large male plug goes into the voice coupler.

If you choose to the inexpensive route, you'll need a cassette recorder (\$50-75 range) and a pair of alligator clips. This a cord with a small jack which fits into the recorder on one end and two clips which, when opened and closed, look like the jaws of an alligator -- hence the name. These can be purchased at a Radio Shack or similar electronics store for about \$1.70.

(The following paragraphs describe the feeding to the actuality and assume the use of the inexpensive system. The expensive follows the same procedure, but avoids all the fumbling with alligator clips and telephones).

Here is how you feed an actuality:

1. Call the radio station and ask for the newsroom. Once connected, say that you are calling with an actuality, explain what it concerns, how long it is, and provide any necessary background information, i.e. an excerpt from your chairman's speech.

2. The newsman will ask you to hold while he sets up his recording equipment. When he is ready to go, you should tell him you are feeding over the phone using alligator clips and ask him to hold while you connect the clip.

3. Unscrew the telephone's mouthpiece, connect the clips to the two terminals on the phone (it doesn't matter which clip goes on the what terminal), and plug the other end of the cable into the recorder, usually marked "MON" so for you to hear the actuality you want have to hold receiver to your.

4. Many stations will want a countdown before you start the actuality. Since you have the phone's mouthpiece off while your are playing the actuality, there is no convenient way to give a live countdown and immediately play the tape. It is therefore

the papers or wires.

5. Be Aware of the Paper's Deadlines - As is the case in any media, the photo deadlines for newspapers are critical and they are much earlier than copy deadlines. Find out when they are and know them for all potential uses.
6. Proper Identification - Editors need to know who is in the picture, when it was taken, and why. Many weeklies will print a "cutline" or caption exactly as you write it.
7. Know Your Papers and the Editors - When attempting to place a picture, don't compete with the professional photographers employed by the newspapers. It just won't work. It is a must that you be familiar with the editors, and they know who you are. That requires person contact. Also keep in mind the political philosophy of the paper -- the unfriendly paper generally will be unfriendly toward using your pictures.
8. Timing - A week-old picture which has lost news value is good. Timing is everything -- from how soon you have a picture available after it is taken, to making sure that you get it to the paper before deadlines.
9. Be Prepared - The best type of political photo is a Posed Candid. The simply is a picture which is posed but appears to be a candid shot, whether it be a group, an event, or whatever. Also be prepared for the unexpected. You never know when a good shot will appear.

Some Other Photo Tips:

1. At larger papers you can almost always count on having the paper's staff take all photos. When it comes to weeklies and many smaller dailies, your opportunities for generating photo coverage are greatly increased.
2. Your photos will be more welcome at smaller papers if you give them what they want -- photos with a local news angle. Get photos with local supporters or activists from the local community with your candidate or chairman. Papers are in business to make money and photos of local citizens sell newspapers.
3. Black and white photos are the newspaper standard. A well-lighted Polaroid snapshot may be accepted by some papers. Better yet, offer them a 5" x 7" or 8" x 10" black and white glossy.
4. If you do take a photo of your boss with some local

supporters, send those individuals a copy. Souvenir photos spread goodwill.

Interviews:

You should always be looking for good interview opportunities. This means scheduling your candidate or chairman for one-on-one interviews with reporters, and getting him or her on local public affairs programs or call-in talk shows. In setting up interviews, keep the following points in mind:

1. Reporters will often seek out the candidate or chairman for interviews. Make a determination as to whether it is advantageous to do the interview, from the campaign or party's perspective. If so, be as cooperative as possible in setting it up.
2. In soliciting an interview, provide the reporter with a suggested angle. For example, if your state chairman just returned from a national committee meeting, suggest that a reporter interview him or her about the mood of the national committee and the committee's nationwide goals.
3. Be selective about your interviews. While your goal is to receive as much publicity as possible, not every interview is advantageous to do.
4. Most interviews will have to be solicited. You can't wait for reporters to seek out your candidate or chairman. The responsibility is on you to convince reporters why they should do an interview. Just like in raising money, you can't expect results until you ASK!
5. Make sure that whomever is being interviewed is prepared. Brief the boss on the reporter doing the interview, the media outlet he or she represents, the topic of the interview and some likely questions. If the interview is with a print reporter, provide the boss with previous articles written by the reporter.
6. Remember, there are different types of interviews. A reporter might want a quick comment on a fast-breaking story, and nothing more. Or, he may want to do an in depth interview lasting up to a hour or more. Find out what the reporter is looking for, and give him what he wants.
7. Tape Record the interview. This will lessen the possibility that you will be misquoted by the reporter. If you are, you will have exact proof of what was said.

8. The news secretary or communications director should sit in on all interviews. It is important that the reporter perceives your press aide as one of your key aides. It also helps your press person keep up to date on what are saying to reporters.
9. If you have to cancel an interview, inform the appropriate reporter immediately and try to reschedule.
10. Be aware of the reporter's deadlines. If he needs a quick interview for a story he preparing immediately, do your best to accommodate him.
11. When doing a one-on-one TV interview, look at the interviewer instead of the camera. The cameraman will take care of getting the shots he or she needs.

Editorial boards:

Editorial Boards are meetings between the candidate or chairman and the editors of a newspaper... Most editorial boards consist of the Editor-in-Chief, the managing editor, the editorial page editor, the news editor, political editor and the chief political reporter. In arranging meetings with editorial boards, here are some suggestions:

1. Candidates should schedule these meetings early in their campaigns as a get acquainted session. Use this opportunity to explain why you think you are going to win.
2. Most papers that endorse candidates will invite each candidate to an editorial board meeting prior to making their endorsement. If you have any expectations whatsoever of being endorsed, make sure to accept this invitation. If you don't show up, don't expect the endorsement.
3. Editorial Board meetings can sometimes be arranged to help you explain your side of an issue. For example, if your governor is taking all the credit for passage of a bill to cut taxes when in fact, you sponsored the legislation, an editorial board meeting to explain your role in the bill's passage may get you a favorable editorial. At the very least, it gives you a chance to make your specific role known to the editors.

4. Don't expect a favorable editorial, endorsement or news story to come out of your meeting. The editors are under no obligation to print anything.
5. Make sure you understand the ground rules before the session begins. For example, in most cases, everything you say will be "on the record".
6. Make sure you are prepared. Editorial Boards can be often be grueling sessions. If the session is being held for purposes of an endorsement, make sure you know in advance the previous "track record" of endorsements by that paper. For example, if the paper has never before endorsed a Republican, don't expect an easy session, and don't be surprised when the paper endorses the Democrat.

Opinion Pieces and Guest Columns:

Occasionally a newspaper will agree to print an opinion piece or guest column from you on its editorial page. In most instances you will have to initiate the placing of such columns. Find out what the paper's policy is on such pieces, and make sure you conform with the paper's specifications, i.e. don't write 1,000 words if the paper only want 500. Consider these additional tips:

1. In planning an opinion piece, try to time its appearance in the paper to your advantage. For example, if you hold a news conference to unveil your five point program to create jobs, try to get an opinion piece printed about the same time to reinforce your news conference. Be aware, however, that newspapers have "lead time" in printing such pieces. Usually, you cannot present a piece for use and expect it to get in the next day. Talk with each paper's editorial page editor to find out how much lead time he or she needs and how receptive he or she is about printing a particular piece. Just like with photographs, those papers that are already friendly are more likely to use your opinion piece or column than are those that are less friendly.
2. Opinion pieces that respond to editorials or to other opinion pieces (like those from Democrats) often have a better chance of getting printed.
3. The best chance to get an opinion piece in is on Sunday, when many papers devote a whole section to opinions. In submitting a piece for Sunday use, make sure it gets to the right person. The Editorial Page Editor for a

Sunday edition may be different from the Editorial Page Editor the rest of the week.

4. Some papers, particularly small dailies or weeklies, will let you run a regular column. Ask your papers about this possibility and give them a couple of sample columns. Incumbent officeholders have a much better chance of getting such columns printed than candidates do.

Letters-To-the-Editor:

Letters-to-the-editor are a great way to defend or promote a candidate or party position, or to attack the views of the Democratic candidate or party. Check with your newspapers to determine the format they prefer for these letters. to make the most of this earned media tool, consider the following tips:

1. Most letters that get printed respond to some editorial or article that appeared in the paper previously. Therefore, begin a letter by making such a reference, i.e. "I was surprised to read recently that ..."
2. In most cases, the shorter the letter, the greater the chance it will be printed.
3. Newspapers do not have the space to print every letter they receive. It is therefore advantageous to have several people write letters on the same topic, thereby increasing your odds.
4. Establish a committee to recruit people to write letters to their papers. Don't furnish a form letter to these individuals to sign. If everyone sends in the same letter, none of them will be printed because the paper will realize that it is an orchestrated campaign. The best method is to furnish people with talking points so that they can compose their own letters in their own words.
5. Coordinate your letters with your other earned media tools. For example, if you hold a news conference to announce a jobs program which is followed by an opinion piece on the same topic, have people write letters praising your proposal after the opinion piece has appeared.

Speeches and Events:

Another way to obtain publicity is to invite reporters to cover your speeches or other relevant events. To obtain coverage, make sure you give the media adequate notice. Also make sure that if any reporters show up, you have made adequate preparations to accommodate them. For example, if you invite reporters to cover a fundraising dinner, make arrangements for them to eat. While your campaign or party will have to absorb this cost, the publicity you obtain is worth the investment!

Keep the special needs of reporters in mind when inviting them to cover your events. For example, for large events like dinners, speeches, etc, you may have to arrange for a press platform so that the camera crews have a place to set up. This platform must be in a good location so that the press gets a good view of the proceedings. Ideally, the platform should not be any more than 50 feet away from the dais.

If you invite the media to cover a speech, it is best to provide reporters with a text of the speech just prior to its delivery. If the speaker has a tendency to deviate from his or her text, type "Remarks Prepared for Delivery By..." or "Excerpts of Remarks By..." at the top of the texts that you hand out to reporters.

OBTAINING GOOD COVERAGE "ON THE ROAD"

When your candidate or chairman "hits the road," there are several things you can do to obtain press coverage for him or her. Following these steps will help:

1. Once you know the boss's schedule, send an advance schedule release to all appropriate media.
2. If the boss is participating in a specific event, send a release announcing his or her appearance at least a week in advance to the media in that area.
3. Always try to obtain some kind of coverage of your candidate or chairman's visit. To do this, you have several options from which to choose:
 - a) If the boss has something really newsworthy to say, consider holding a news conference just prior to, or immediately after his public appearance.
 - b) If a news conference is not appropriate, consider holding a "press availability" instead. A press availability means that the boss will be available to

talk with any interested reporters at a certain time. It is different from a news conference in that there is no opening statement and no previously selected topic. You're simply making the boss available for any reporters who want access to him.

c) You can invite the media to cover your boss's public appearance.

d) If you sense that you are going to have difficulty turning reporters out to cover your boss, consider trying to arrange some one-on-one interviews with specific reporters. (Shoot first for the reporters from the largest news outlets in the area.)

e) Check to see if any of the area radio or TV stations have interview programs that the boss could appear on while he or she is in the area. Generally, these must be set up well in advance.

f) If appropriate, try to set up an editorial board meeting with the local daily newspaper.

g) If all else fails, schedule the boss the pay courtesy calls on local news outlets. Even if the outlet has not committed to interviewing him or her, the courtesy calls are an excellent way to build rapport and goodwill, and will occasionally result in an interview anyway, just because the boss is actually standing in the news director or reporter's office. Weekly newspaper editors and news directors of rural radio stations are often the most receptive to these visits.

In most cases, you will find that the best way to maximize the earned media coverage the boss receives during a visit to any particular community is through a combination of these tools.

6. Try to feed an actuality to the local radio stations related to your boss's visit to the community.
7. Have a news release prepared to distribute at each stop. If your are visiting several communities on the same trip, simply "white out" the dateline on the original release, type in the next community and re xerox it.
8. Arrange for a photograph to be taken of your boss during his or her visit with some local citizens or supporters. Furnish the photo to the local pepers for

publication.

9.

Arrange for someone to monitor the local news coverage after you have left. Ask this person to call your headquarters with a report and to send you copies of any newspaper articles.

Television Media Market Demographic Political Profile

Statewide Analysis

TEXAS

Total Population Data

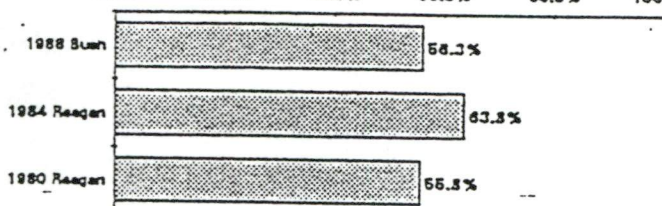
90 Total Population:	16,986,510
1980 Total Population:	14,229,191
Percent Change in Population 1980-1990:	19.4%
Total Voting Age Population:	12,150,671
Percent of Total Population Voting Age:	71.5%
Median Home Value:	\$42,274
Percent of Total Households with Children:	40.4%
Persons Residing in College Dormitories:	91,957
Military Personnel Residing in Group Quarters:	39,290

Historical Republican Statewide Performance

1990 Registration	7,701,499	63.4%
1988 Turn-Out	5,389,577	85.7%
1984 Turn-Out	5,382,704	88.1%
1988 Bush Vote	3,036,829	56.3%
1984 Reagan Vote	3,433,428	63.8%
1980 Reagan Vote	2,510,705	55.8%
1988 GOP Governor	1,813,779	52.7%
1990 GOP Governor	1,826,431	48.7%
1988 GOP Senate	2,129,228	40.3%
1990 GOP Senate	2,302,357	61.7%

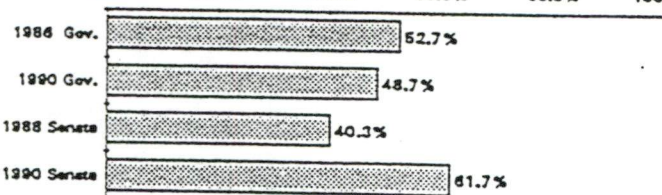
Republican Presidential Performance

0.0% 20.0% 40.0% 60.0% 80.0% 100.0%

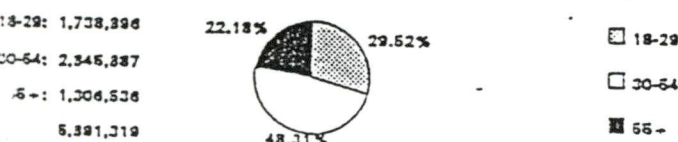


Republican Statewide Performance

0.0% 20.0% 40.0% 60.0% 80.0% 100.0%



Male Voting Age Population Distribution



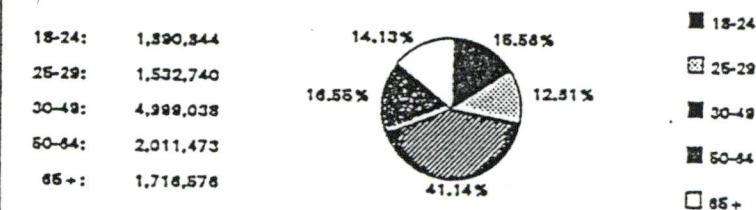
Racial Population Data

Black Voting Age Population:	#####
Percent Black Voting Age Population:	11.2%
Hispanic Voting Age Population:	#####
Percent Hispanic Voting Age Population:	22.4%
Asian Voting Age Population:	223,183
Percent Asian Voting Age Population:	1.3%

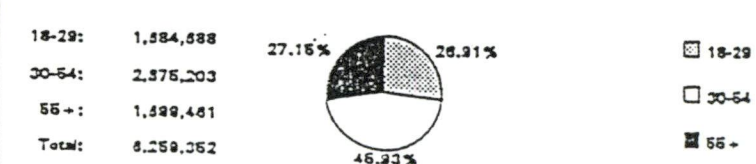
ADI Cost and Geographic Information

ADI Number & Name	% State in ADI	800 GRP Prime Time	18+ Pers. Contacted/3	Bush Voters Contacted/3
108 DALLAS-FT. WORTH	26.9%	\$327,200	82	22
201 HOUSTON	23.7%	\$289,800	86	20
203 AUSTIN TX	5.5%	\$43,200	130	33
206 WACO-TEMPLE-BRYAN	4.1%	\$23,200	179	44
247 BEAUMONT-PORT ARTH	2.5%	\$21,800	116	26
271 SAN ANTONIO	9.3%	\$84,300	111	27
273 LAREDO	0.3%	\$11,200	65	6
321 SHREVEPORT-TEXARKA	1.3%	\$25,300	74	19
323 TYLER-LONGVIEW-JACK	3.2%	\$26,400	119	35
371 EL PASO	3.5%	\$25,600	125	17
403 AMARILLO	2.2%	\$18,400	115	40
406 WICHITA FALLS-LAWTO	1.2%	\$16,300	74	20
433 CORPUS CHRISTI	3.0%	\$19,200	146	33
436 MCALLEN-BROWNSVILLE	4.1%	\$20,300	172	22
437 LUBBOCK	2.2%	\$18,400	117	35
439 ODESSA-MIDLAND	2.2%	\$19,200	108	34
441 ABILENE-SWEETWATER	1.7%	\$13,600	125	37
443 SAN ANGELO	0.8%	\$20,000	39	12
513 VICTORIA	0.4%	\$9,500	43	13

Young Age Population Distribution



Female Voting Age Population Distribution



AP:

TEXAS (Control Bureau: Dallas) (-1)

Austin (AUS) 1005 Congress Avenue, Suite 995
Austin, TX 78701
(512) 472-4004
469-0880 Fax
Correspondent: Mike Holmes
Home: (512) 331-1600

Dallas (DAL) 4851 LBJ Freeway, Suite 300
Dallas, TX 75244-6002
(214) 991-2100 News
991-3200 Communications
991-4455 Photos
991-7207 Fax
991-2020 Texas AP Network
991-7766 Broadcast Sales
Chief of Bureau: John Lumpkin
Home: (214) 680-0198
Chief of Communications:
Thomas Dallas
Home: (817) 565-0799
Asst Chief of Bureau: David Sedeno
Home: (214) 826-3202
News Editor: John A. Bolt
Home: (214) 991-5116

El Paso (ELP) c/o El Paso Times
(-2) 401 Mills
El Paso TX 79901
Mail: P.O. Box 20
El Paso, TX 79999
(915) 532-1939
Correspondent: Suzanne Gamboa
Home: (915) 833-4306

Fort Worth (FTW) Fort Worth Star-Telegram Bldg.
7th & Taylor
Fort Worth, TX 76101
(817) 336-9271
Correspondent: Mike Cochran
Home: (817) 231-0554

Harlingen (HRL) 9201 W. Expressway 83
Mail: c/o KGBT-TV
P.O. Box 2567
Harlingen, TX 78551
(512) 423-7790
423-7407
421-4444 ext. 424
(KGBT-TV)
Correspondent: Eduardo Montes
FAX: (512) 991-7207
Houston (HOU) 1100 Milam, Suite 3377
Houston, TX 77002
(713) 659-4321
659-4326 Fax
Correspondent: Michael L. Graczyk
Home: (713) 292-8637

Lubbock (LUB) c/o Lubbock Avalanche Journal
710 Avenue J
Lubbock, TX 79401
Mail: P.O. Box 491
Lubbock, TX 79408
(806) 765-0394
Correspondent:
Arthur "Chip" Brown III
Home: (806) 748-1092

San Antonio (SNA) c/o Express-News
423 4th Street
San Antonio, TX 78205
(512) 222-2713
Correspondent: Kelley Shannon
Home: (512) 322-3180

Texas Capitol Correspondents

- AP	Michael Holms (512) 472-4004 (phone) (512) 469-0800 (fax)
UPI	Mark Langford (512) 472-2471 (phone) (512) 476-5960 (fax)
- Austin American Statesman	Laylan Coplin (512) 445-5613 (phone) (512) 474-8452 (fax)
- Dallas Morning News	Wayne Slater (512) 244-7020 (phone) (512) 499-0591 (fax)
El Paso Times	(512) 479-6606 (phone)
Fort Worth Star- Telegram	(512) 476-4294 (phone) (512) 476-5206 (fax)
Harte-Hanks Bureau	Jim Davis (512) 478-9644 (phone) (512) 478-1537 (fax)
Hearst Newspapers	John Powers (512) 474-4852 (phone)
Houston Chronicle	Clay Robinson (512) 478-3495 (phone) (512) 478-0710 (fax)
Houston Post	Ken Herman (512) 476-0801 (phone) (512) 476-1617 (fax)
Long News Service	Bill Kidd (512) 478-5663 (phone) (512) 478-2345 (fax)
Lubbock Avalanche- Journal/Amarillo Globe-News	Mary Robbins (512) 482-9429 (phone) (512) 495-9685 (fax)
San Antonio Express-News	Diana Fuentes (512) 477-2650 (phone)
San Antonio Light	Ed Sille (512) 478-5665 (phone) (512) 478-2345 (fax)

KHOU TV	Jim Moore (512) 480-0068 (phone) (512) 480-9265 (fax)
KPRC TV & Radio	Dan Molina (512) 472-7603 (phone) (512) 472-7709 (fax)
KTBC TV	Michael Schneider (512) 472-0988 (phone) (512) 476-7777 (fax)
KVUE TV	Greg Googan (512) 459-9442 (phone) (512) 459-6538 (fax)
KXAN TV	Jim McNabb (512) 476-2865 (phone) (512) 469-0630 (fax)
WFAA TV	Robert Riggs (512) 478-8467 (home) (512) 478-0936 (fax)
Texas Independent News	Jim Elliot (512) 472-6551 (phone) (512) 476-6397 (fax)
Texas State Radio Network	Roger Emrich (512) 474-5264 (phone) (214) 637-3843 (fax in Dallas)

ADI: 109

Nat. Rank 9

GOP Rank 7

TV Households 1,757,700

Dallas/Ft. Worth ADI in TX

Local AP

Phone: 214-991-3200

Fax: 214-991-7207

Contact: Thomas Dallas, Ch.

TV News

WFAA (ABC-Ch. 3)	THH	18+	35+
6:00-6:30	307	12	16
5:00-5:30	234	11	14
10:00-10:15	309	13	15
10:15-10:30	275	11	13

Prime News: 6:00/10:00

Anchor: John McCaa, Tracy Rowlett, Gloria Compos

Contact: Bert Skipp, John Miller (Sat. feeds Craig Harper)

Phone: 214/748-9631

Fax: 214/977-6585

KDFW (CBS-Ch. 4)	THH	18+	35+
6:00-6:30	115	5	5
5:00-5:30	85	3	4
10:00-10:15	249	11	12

Prime News: 10:00

Anchor: John Criswell, Clarice Tinsley

Contact: Julie Del Barto

Phone: 214/720-4444

Fax: 214/720-3263

KXAS (NBC-Ch. 5)	THH	18+	35+
6:00-6:30	162	7	10
5:00-5:30	155	6	9
10:00 10:15	224	9	12
15-10:30	214	9	11

Prime News: 10:00

Anchor: Mike Snyder, Jane McGarry

Contact: Vic Dubee (sat feeds Tracy Cummings)

Phone: 214/745-5555 (sat. 800-654-5927)

Fax: 214/720-0713

KDAF (FOX -ch. 33)	THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Dallas Morning News

Contact: Wayne Slater

Phone: 214/977-8442 Fax: 214/651-0580

2 Ft. Worth Star Telegram

Contact: Stephanie Gammage

Phone: 817-390-7400 Fax: 817-390-7789

3

Contact:

Phone: Fax:

ADI: 109

Nat. Rank 9

GOP Rank 7

Secondary Dallas/Ft. Worth ADI in TX

Local AP

Phone: 214-991-8200

Fax: 214-991-7207

TV Households 1,757,700

TV News

Contact: Thomas Dallas, Ch.

KTVT (IND Ch 11)	THH	18+	35+
7:00-7:30	87	3	3
7:30-8:00	88	3	3
9:00-9:30	70	2	3
9:30-10:00	54	2	2

THH	18+	35+
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Prime News: 7:00

Anchor: Midge Hill / Mike Hambrick

Contact: Clint Bond

Phone: 817-496-7711

Fax: 817-496-7739

Prime News:

Anchor:

Contact:

Phone:

Fax:

THH	18+	35+
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THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Dallas Morning News

Contact: Wayne Slater

Phone: 214/977-8442

Fax: 214/651-0580

2 Ft. Worth Star Telegram

Contact: Stephanie Gammage

Phone: 817-390-7400

Fax: 817-390-7789

3

Contact:

Phone:

Fax:

ADI: 201

Nat. Rank 10

GOP Rank 10

Houston ADI in TX

Local AP

Phone: 713/659-4321

Fax: 713/659-4326

TV Households 1,483,200

TV News

Contact: Michael L. Graczyk

KTRK (ABC-Ch. 13)	THH	18+	35+
6:00-6:30	231	11	15
5:00-5:30	161	7	10
10:00 - 10:15	291	15	17
6:30-7:30	206	10	12
10:15-10:30	247	13	15

Prime News: 10:00

Anchor: Dave Ward, Shara Fryer

Contact: Ernie Desota

Phone: 713/663-4600

Fax: 713/664-0013

KPRC (NBC-Ch. 2)	THH	18+	35+
6:00-6:30	116	6	8
5:00-5:30	105	5	7
10:00-10:15	157	8	10

Prime News: 10:00

Anchor: Ron Stone, Linda Larrele

Contact: Jack Ford (sat. feed Paul Flanigan)

Phone: 713/778-4910

Fax: 713/771-4930

KHOU (CBS -Ch. 11)	THH	18+	35+
6:00-6:30	158	7	10
5:00-5:30	181	8	12
10:00 10:15	201	10	11
10:15-10:30	183	9	10

Prime News: 10:00

Anchor: Steve Smith, Marlene McClairton

Contact: David Colberg/Bill Bishop

Phone: 713/521-4385/90

Fax: 713/520-7763

KRTV-FOX ch. 26	THH	18+	35+
9:00-9:30	70	3	3

Prime News: 9:00

Anchor: Fran Fawcett, Michael Barajoss

Contact: Melissa Wright

Phone: 713/626-2610

Fax: 713/622-8254

Daily Newspapers

1 Houston Chronicle

Contact: Alan Bernstein / Jim Simmon

Phone: 713/220-7171 Fax: 713/220-6806

2 Houston Post

Contact: Jane Grandolf

Phone: 713-840-5600 Fax: 713-840-6722

3

Contact:

Phone: Fax:

ADI: 201

Nat. Rank 10

GOP Rank 10

TV Households 1,483,200

Secondary Houston ADI in TX

Local AP

Phone: 713/659-4321

Fax: 713/659-4326

TV News

Contact: Michael L. Graczyk

KHTV (IND Ch 39)	THH	18+	35+
7:00-7:30	46	2	2
11:00-11:15	47	1	1
11:15-11:30	37	1	1

Prime News: 7:00

Anchor: Lori Tucker / David Scott

Contact: John Ikells

Phone: 713-781-3939

Fax: 713-781-3441

KTMD (IND Ch 48)	THH	18+	35+
6:00-6:30	13	0	0
6:30-7:00	13	0	0
11:00-11:15	6	0	0
11:15-11:30	5	0	0

Prime News: 6:00

Anchor:

Contact: Lisa Renteria / Luis Moreno

Phone: 713-783-4848

Fax: 713-974-5875

KXLN (IND Ch 45)	THH	18+	35+
6:00-6:30	34	1	1
6:30-7:00	36	1	1
11:00-11:15	23	1	1
11:15-11:30	24	1	0

Prime News: 6:30 (Spanish)

Anchor: Jorge Bereyra / Veaterz Dealvaradel

Contact: Juan Vega

Phone: 713-668-9054

Fax: 713-668-9054

THH	18+	35+
70		

Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Houston Chronicle

Contact: Alan Bernstein / Jim Simmon

Phone: 713/220-7171 Fax: 713/220-6806

2 Houston Post

Contact: Jane Grandolf

Phone: 713-840-5600 Fax: 713-840-6722

3

Contact:

Phone: Fax:

ADI: 271

Nat. Rank N/A

GOP Rank N/A

TV Households 588,800

San Antonio ADI in TX

Local AP

Phone: 512/222-2713

Fax: 512/991-7207

TV News

Contact: Kelley Shannon

KENS-CBS ch. 5	THH	18+	35+
6:00-6:30	100	12	16
5:00-5:30	105	12	16
10:00-10:15	156	20	23
10:15-10:30	154	20	23

Prime News: 10:00

Anchor: Chris marrou

Contact: Jim Wiley

Phone: 512/366-5001

Fax: 512/377-0740

KMOL-NBC CH. 4	THH	18+	35+
5:00-5:30	53	6	8
10:00-10:15	69	8	10
10:15-10:30	67	8	9

Prime News: 10:00

Anchor: Debra Daniels and Jerry Grant

Contact: Ron Harig

Phone: 512/226-4444

Fax: 512/224-9898

KSAT-ABC ch. 12	THH	18+	35+
6:00-6:30	53	6	6
5:00-5:30	67	7	8
10:00-10:15	86	11	11
10:15-10:30	83	10	11

Prime News: 10:00

Anchor: Bopb Salter

Contact: Preston Jones

Phone: 512/225-8011

Fax: 512/351-1310

KWEX-IND, CH 41	THH	18+	35+
6-6:30	19	2	3
Have used vnr's			

Prime News: 6:00

Anchor:

Contact: Cindy Connery

Phone: 512-226-6998

Fax: 512-226-0131

Daily Newspapers

1 San Antonio Express News

Contact: Bruce Davidson / Stephanie Scott

Phone: 512/225-7411 Fax: 512/225-8351

2 San Antonio Light

Contact: Denise Swibolb

Phone: 512/271-2700 Fax: 512/271-2770

3

Contact:

Phone: Fax:

ADI: 321

Nat. Rank 70

GOP Rank NA

TV Households 389,600

Shreveport-Texarkana ADI in TX

Local AP

Phone: 214-991-8200

Fax: 214-991-7207

TV News

Contact: Thomas Dallas

KTBS-ABC ch. 3	THH	18+	35+
6:00-6:30	75	13	15
5:00-5:30	76	13	18
10:00-10:15	66	12	14
10:15-10:30	63	12	13

Prime News: 6:00

Anchor: Al Pierce, Liz Swain

Contact: Bill Fuller

Phone: 318/861-5871

Fax: 318/862-9431

KSLA-CBS ch. 12	THH	18+	35+
6:00-6:30	49	9	11
5:00-5:30	54	9	12
10:00-10:15	64	12	14
10:15-10:30	63	12	13

Prime News: 10:00

Anchor: Karen Adams, Carl Pendley

Contact: Rich Masters

Phone: 318/677-6736 318/677-6705

Fax: 318/677-6705

KTAL-NBC ch. 6	THH	18+	35+
6:00-6:30	65	13	16
10:00-10:15	45	8	11
10:15-10:30	42	8	10

Prime News: 6:00

Anchor: Sherri Allen, Dale Hoffman

Contact: Robert Bell

Phone: 318/425-2422 x16

Fax: 318/425-2438

KMSS-FOX ch. 33	THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Texarkana Gazette

Contact: Jim Harris

Phone: 903/794-3311

Fax: 903/792-7183

2 Shreveport Times

Contact: Craig Durrett

Phone: 318/459-3254

Fax: 318/459-3301

3

Contact:

Phone:

Fax:

ADI: 203

Nat. Rank 72

GOP Rank NA

Austin TX ADI in TX

Local AP

Phone: 512/472-4004

Fax: 512/469-0880

TV Households 362,900

TV News

Contact: Mike Holmes

KVUE-ABC ch. 24	THH	18+	35+
6:00-6:30	52	11	14
5:00-5:30	26	4	6
10:00-10:15	46	10	13
10:15-10:30	44	9	12

Have used var's

Prime News: 6:00

Anchor: Ron Oliveira, Dick Ellis

Contact: Jucy Maggio, Mike Deal

Phone: 512/459-9442

Fax: 512/459-6538

KXAN-NBC ch. 36	THH	18+	35+
6:00-6:30	32	6	9
10:00-10:15	31	6	8
10:15-10:30	31	6	8

Prime News: 6:00

Anchor: Robea Hadlock, Marylou Harcharic

Contact: Jim McNabb

Phone: 512/476-2863

Fax: 512/469-0630

KTBC-CBS ch. 7	THH	18+	35+
6:00-6:30	45	9	12
5:00-5:30	38	8	11
10:00-10:15	59	13	14

Prime News: 10:00

Anchor: Neil Spelce, Stephanie Williams

Contact: Tim Gardner

Phone: 512/476-7777

Fax: 512/495-7060

KVBO-FOX ch. 42	THH	18+	35+
NO NEWS			

Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Austin American-Statesman

Contact: Laylan Copeland

Phone: 512-445-3500

Fax: 512-445-3679

2

Contact:

Phone:

Fax:

3

Contact:

Phone:

Fax:

ADI: 371

Nat. Rank 97

GOP Rank NA

TV Households 237,700

El Paso ADI in TX

Local AP

Phone: 915/532-1939

Fax: 915-991-7207

Contact: Suzanne Gamboa

TV News

KVLA - ABC ch. 7	THH	18+	35+
6:00-6:30	45	12	15
10:00-10:15	40	11	13
10:15-10:30	38	11	12

Prime News: 6:00

Anchor: Gary Warner, Suzanne Michael

Contact: Silver Valdez

Phone: 915/532-7777

Fax: 915/537-0505

KTSM-NBC ch. 9	THH	18+	35+
6:00-6:30	23	7	9
10:00-10:15	22	6	8
10:15-10:30	21	6	8

Prime News: 6:00

Anchor: Erica Castillo

Contact: Tracy Pancoast

Phone: 915/544-6397

Fax: 915/544-0536

KDBC- CBS ch. 4	THH	18+	35+
6:00-6:30	27	7	10
10:00-10:15	21	6	7
10:15-10:30	21	6	7

Prime News: 6:00

Anchor: Stella Casas, David Johnston

Contact: Michael Jasso

Phone: 915/545-2444

Fax: 915/544-5526

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 El Paso Times

Contact: Gary Scharrer

Phone: 915/546-6100

Fax: 915/546-6415

2 El Paso Herald-Post

Contact: Peter Brock

Phone: 915/546-6340

Fax: 915/546-6349

3

Contact:

Phone:

Fax:

ADI: 323

Nat. Rank 114

GOP Rank NA

TV Households 191,000

Tyler/Longview/Jacksonville ile ADI in TX

Local AP

Phone: 214/921-8200

Fax: 214/921-7207

Contact: Thomas Dallas

TV News

KLTV-ABC ch. 7	THH	18+	35+
6:00-6:30	74	20	26
5:00-5:30	54	15	21
10:00-10:15	58	18	23
10:15-10:30	56	18	22

Prime News: 6:00
Anchors: Chuck McDonald, Dana Kay
Contact: Bob Bricken, Longview / Brad French, Tyler
Phone: 903/757-5588 / 597-5588
Fax: 903/753-7111

THH	18+	35+
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Prime News:
Anchors:
Contact:
Phone:
Fax:

KETK-NBC ch. 56	THH	18+	35+
6:00-6:30	7	3	4
5:00-5:30	4	2	2
5:30-6:00	6	3	3
10:00-10:15	9	4	5
10:15-10:30	9	4	5

Prime News: 10:00
Anchors: Lelie Roberts, Brian Houston
Contact: Stan Graham
Phone: 903/581-5656
Fax: 903/561-2459

THH	18+	35+
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Prime News:
Anchors:
Contact:
Phone:
Fax:

Daily Newspapers

1 Tyler Telegraph
Contact: Tom Pratt
Phone: 903/597-8111 Fax: 903/595-0335

2 Tyler Courier-Times-Telegraph
Contact: Tom Pratt
Phone: 903/597-8111 Fax: 903/595-0335

3
Contact:
Phone: Fax:

ADI: 405

Nat. Rank 137

GOP Rank NA

TV Households 162,900

Wichita Falls-Lawton ADI in TX

Local AP

Phone: 214/991-8200

Fax: 214/991-7207

TV News

Contact: Thomas Dallas

KFDX-NBC ch. 3	THH	18+	35+
6:00-6:30	29	14	19
10:00-10:15	24	12	15
10:15-10:30	23	11	15

KAUZ-CBS CH. 6	THH	18+	35+
6:00-6:30	17	8	11
10:00-10:15	18	8	10
10:15-10:30	15	7	9

Prime News: 6:00

Anchor: Scott Coppenbarger, Kim Stamps

Contact: Scott Coppenbarger

Phone: 817/692-4530

Fax: 817/691-4384

Prime News: 5:30

Anchor: Mary Beth Moore, Peter Meiring

Contact: Ted Dyrda

Phone: 817/322-1146

Fax: 817/761-3331

KSWO-ABC ch. 7	THH	18+	35+
6:00-6:30	22	9	11
10:00-10:15	21	9	11
10:15-10:30	21	10	11

THH	18+	35+
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Prime News: 6:00

Anchor: Jan Stratton

Contact: Debbie Taylor

Phone: 405-355-7000

Fax: 405/357-3811

Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Wichita Falls/The Times Record News

Contact: Kriston Ditz

Phone: 817/767-8341

Fax: 817/767-5201

2

Contact:

Phone:

Fax:

3

Contact:

Phone:

Fax:

ADI: 205

Nat. Rank 92

GOP Rank N/A

Waco-Temple-Bryan ADI in TX

Local AP

Phone: 713/659-4321

Fax: 713/659-4326

TV Households 249,000

TV News

Contact:

KWTX - CBS ch. 10	THH	18+	35+
6:00-6:30	46	12	18
5:00-5:30	27	7	11
10:00-10:15q	49	13	18
10:15-10:30	49	13	18

Prime News: 6:00/10:00

Anchor: Vicki Buffolino, Lloyd Imel

Contact: Rick Bradfield

Phone: 817/776-1330

Fax: 817/776-4010

KBTX-CBS CH. 3	THH	18+	35+
6:00-6:30	28	6	8
5:00-5:30	19	3	4
10:00-10:15	28	7	9
10:15-10:30	26	7	8
Have used vnr's			

Prime News: 6:00/10:00

Anchor: Rick Davenport

Contact: Mike George

Phone: 409/346-7777

Fax: 409/346-1490

KCEN-NBC ch. 6	THH	18+	35+
6:00-6:30	27	8	12
10:00-10:15	24	6	8
10:15-10:30	23	6	8

Prime News: 6:00

Anchor: Bill Ross, Patricia Meusburger

Contact: Rosco Harrison

Phone: 817/859-5481

Fax: 817/859-5831

KXXV-ABC ch. 25	THH	18+	35+
6:00-6:30	13	4	4
10:00-10:15	16	4	5
5:30-6:00	17	4	5
10:15-10:30	15	4	5

Prime News: 5:30/10:00

Anchor: Rick Streed & Pam Harris

Contact: Laura Factor

Phone: 817/754-2525

Fax: 817/757-0331

Daily Newspapers

1 Waco Tribune -Herald

Contact: Brian Blansett

Phone: 817/757-5757

Fax: 817/756-6906

2

Contact:

Phone:

Fax:

3

Contact:

Phone:

Fax:

ADI: 435

Nat. Rank 108

GOP Rank NA

TV Households 204,000

McAllen/Brownsville ADI in TX

Local AP

Phone: 512/222-2713

Fax: 512/991-7207

TV News

Contact: Kelley Shannon

KRGV-ABC CH. 5	THH	18+	35+
6:00-6:30	51	18	21
10:00-10:15	42	15	19
10:15-10:30	43	15	19

Prime News: 6:00

Anchor: Rick Diaz, Peter Torgeson, Leticia Valadez

Contact: Rick Diaz

Phone: 512/968 5178

Fax: 512/968 5555

KVEO-NBC CH. 23	THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

KGBT-CBS CH. 4	THH	18+	35+
6:00-6:30	37	13	17
10:00-10:15	39	14	16
10:15-10:30	37	14	15

Prime News: 6:00/10:00

Anchor: Jeff Koch, Pat Guillermo

Contact: Letty Fernandez

Phone: 512/383 4311

Fax: 512/383 4311 ext 429

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 McAllen Monitor

Contact: Ward Tisdale

Phone: 512/686 4343

Fax: 512/686 4370

2 Brownsville Herald

Contact: Bob Kahn

Phone: 512/542-4301

Fax: 512/542-0840

3

Contact:

Phone:

Fax:

ADI: 403

Nat. Rank 129

GOP Rank NA

TV Households 178,100

Amarillo ADI in TX

Local AP

Phone: 214/991-8200

Fax: 214/991-7207

TV News

Contact: Thomas Dallas

KVII - ABC ch. 7	THH	18+	35+
6:00-6:30	45	19	27
10:00-10:15	40	16	19
10:15-10:30	39	16	19

Prime News: 6:00

Anchor: Becky Kiser/ David Green

Contact: Ev Avera

Phone: 1-800-777-5844

Fax: 806/371-7329

KDFA - CBS ch. 10	THH	18+	35+
5:00-5:30	18	7	10
10:00-10:15	17	7	7
10:15-10:30	17	8	7

Prime News: 5:00

Anchor: Walt Howard

Contact: Rich Vaughan

Phone: 806/383 2226

Fax: 806/381 9859

KAMR - NBC ch. 4	THH	18+	35+
6:00-6:30	16	6	9
10:00-10:15	21	9	12
10:15-10:30	21	9	12

Prime News: 10:00

Anchor: Brent Boynton, Marc Huges

Contact: Tanya Deohoyas

Phone: 806/383-4944

Fax: 806/381-2943

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Amarillo News

Contact: Jim McBride

Phone: 806/376 4488

Fax: 806/376 9217

2 Amarillo News-Globe

Contact: Jim McBride

Phone: 806/376-4488

Fax: 806/376 9217

3

Contact:

Phone:

Fax:

ADI: 433

Nat. Rank 123

GOP Rank NA

Corpus Christi ADI in TX

Local AP

Phone: 512/222-2713

Fax: 512/991-7207

TV Households 174,900

TV News

Contact: Kelley Shannon

KIII-ABC	THH	18+	35+
6:00-6:30	38	18	19
5:00-5:30	27	11	14
10:00-10:15	42	20	20
10:15-10:30	42	20	20

Prime News: 10:00

Anchor: Joe Gazin

Contact: Robert Gonzalez

Phone: 512/853-0330/ 854-4733

Fax: 512/851-1541

KZTV-CBS	THH	18+	35+
6:00-6:30	7	3	4
10:00-10:15	10	4	5
10:15-10:30	9	4	5

Prime News: 6:00

Anchor: Phil Sololov

Contact: Mary Alice Salinas/Dennis Quinn

Phone: 512/883 7070

Fax: 512/884-8111

KRIS-NBC	THH	18+	35+
6:00-6:30	37	16	21
10:00-10:15	31	14	18
10:15-10:30	31	14	18

Prime News: 6:00

Anchor: Jay Ricci and Dot Peterson

Contact: David Ibanez

Phone: 512/886-6100

Fax: 512/886-6175

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Corpus Christi Caller-Times

Contact: Cindy Tumiel

Phone: 512/884-2011 Fax: 512/886-3777

2

Contact:

Phone: Fax:

3

Contact:

Phone: Fax:

ADI: 439

Nat. Rank 149

GOP Rank NA

TV Households 143,000

Odessa-Midland ADI in Texas

Local AP

Phone: 915/532-1939

Fax: 214/991-7207

TV News

Contact: Suzanne Gamboa

KMID -ABC CH.2	THH	18+	35+
6:00-6:30	28	14	20
10:00-10:15	28	14	17
10:15-10:30	27	14	17

KTPX- NBC CH. 9	THH	18+	35+
5:00-5:30	17	9	12
6:00-6:30	12	7	10
10:00-10:15	13	6	8
10:15-10:30	13	6	7

Have used vnr's

Prime News: 6:00/10:00

Anchor: Mark Bradshaw, Becky Neighbors

Contact: Dean Holcomb

Phone: 915/563 4421

Fax: 915/563-5819

Prime News: 5:00

Anchor: Richard Ralyea, Day Romo

Contact: Scott Jones

Phone: 915/563-0811

Fax: 915/561-5136

KOSA-CBS CH. 7	THH	18+	35+
6:00-6:30	17	9	10
10:00-10:15	21	11	11
10:15-10:30	21	10	11

THH	18+	35+
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Prime News: 10:00

Anchor: John Butler, Pamela Hamm

Contact: Don Scott

Phone: 915/337-4572

Fax: 915/337-6825

Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Odessa American

Contact: Linda Leavell

Phone: 915/337-4661

Fax: 915/334-8641

2

Contact:

Phone:

Fax:

3

Contact:

Phone:

Fax:

ADI: 437

Nat. Rank 147

GOP Rank NA

TV Households 139,700

Lubbock ADI in TX

Local AP

Phone: 806/765-0394

Fax: 214/991-7207

Contact: Arthur "Chip" Brown III

TV News

KCBD - NBC ch. 11	THH	18+	35+
6:00-6:30	31	15	20
5:00-5:30	25	12	16
10:00-10:15	29	16	20
10:15-10:30	27	15	19

Prime News: 6:00

Anchor: Karin McCag, Abner Gresh

Contact: Ralph Shelton

Phone: 806/744-0876

Fax: 806/744-0449

KAMC - ABC CH. 23	THH	18+	35+
6:00-6:30	12	6	6
10:00-10:15	17	9	10
10:15-10:30	17	9	10

Prime News: 10:00

Anchor: Byron Grandy, Paige Gressett

Contact: Sally Post

Phone: 806/745-1221

Fax: 806/745-2744

KLBK-CBS CH. 13	THH	18+	35+
6:00-6:30	18	9	12
10:00-10:15	18	9	11
10:15-10:30	17	9	11

Prime News: 6:00/10:00

Anchor: Ron Cook

Contact: Terry Graham

Phone: 806/745-2345

Fax: 806/745-8525

KJTV-Fox Ch. 34	THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Lubbock Avalanche-Journal

Contact: Charlie Braun

Phone: 806/762-8344

Fax: 806/744-9603

2

Contact:

Phone:

Fax:

3

Contact:

Phone:

Fax:

ADI: 441

Nat. Rank 160

GOP Rank NA

TV Households 113,900

Abilene-Sweetwater ADI in TX

Local AP

Phone: 214/991-8200

Fax: 214/991-7207

Contact: Thomas Dallas

TV News

KTAB-CBS Ch. 32	THH	18+	35+
6:00-6:30	30	22	22
10:00-10:15	30	23	26
10:15-10:30	30	22	26

Prime News: 6:00/10:00

Anchor: Bob Bartlett, Diane Dotson

Contact: Bob Bartlett, Larry Fitzgerald

Phone: 915/695-6397

Fax: 915/691-5822

KRBC - NBC Ch. 9	THH	18+	35+
5:00-5:30	7	4	5
10:00-10:15	11	6	7
6:00-6:30	9	5	7
10:15-10:30	10	5	7

Prime News: 10:00

Anchor: Downing Bolles/Janlyn Echols

Contact: Terry Minami

Phone: 915/692-7372

Fax: 915/695-0321

KTXS ABC Ch. 12	THH	18+	35+
6:00-6:30	14	9	9
10:00-10:15	17	10	8
10:15-10:30	16	10	8

Prime News: 10:00

Anchor: Krystal Wolf, Greg Beatty

Contact: Terry Minami

Phone: 915/692-7372

Fax: 915/695-0321

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Abilene Reporter-News

Contact: Candy Holcombe

Phone: 915/673-4271

Fax: 915/672-8754

2

Contact:

Phone:

Fax:

3

Contact:

Phone:

Fax:

ADI: 443

Nat. Rank 139

GOP Rank NA

TV Households 50,600

San Angelo ADI in TX

Local AP

Phone: 214/991-8200

Fax: 214/991-7207

TV News

Contact: Thomas Dallas

KLST- CBS Sh. 8	THH	18+	35+
5:00-5:30	7	9	13
6:00-6:30	16	22	30
10:00-10:15	16	22	27
10:15-10:30	16	22	27

Prime News: 6:00/10:00

Anchor: Donna Davis/Lou Kordak

Contact: Patty Brietrieter

Phone: 915/653-4996

Fax: 915/655-1118

KRBC - NBC Ch. 9	THH	18+	35+
5:00-5:30	7	4	5
10:00-10:15	11	6	7
10:15-10:30	10	5	7
6:00-6:30	9	5	7

Prime News: 10:00

Anchor: Downing Bolles, Janlyn Echols

Contact: Terry Minami

Phone: 915/692-7372

Fax: 915/695-0321

WFAA - ABC ch. 8	THH	18+	35+
5:00-5:30	-	4	6
6:00-6:30	-	3	5
10:00-10:15	-	4	5
10:15-10:30	-	4	5

Prime News: 6:00/10:00

Anchor: Gloria Campost/Chip Moody/Tracy Rowlett

Contact: Bert Shipp

Phone: 214/977-6213

Fax: 214/977-6585

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 San Angelo Standard-Times

Contact: Le Killgore

Phone: 915/653-4221

Fax: 915/658-6752

2

Contact:

Phone:

Fax:

3

Contact:

Phone:

Fax:

ADI: 513

Nat. Rank 207

GOP Rank NA

TV Households 26,300

Victoria ADI in TX

Local AP

Phone: 713/659-4321

Fax: 713/659-4326

TV News

Contact: Michael L. Graczyk

KAVU - NBC	THH	18+	35+
6:00-6:30	9	19	23
10:00-10:15	7	18	21
10:15-10:30	7	17	20

Prime News: 10:00

Anchor: Steve Alexander/Jean Anderson

Contact: Jeff Williams

Phone: 512/576-5283

Fax: 512/575-2255

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

THH	18+	35+
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Prime News:

Anchor:

Contact:

Phone:

Fax:

Daily Newspapers

1 Victoria Advocate

Contact: Craig Bowem

Phone: 512/575-1451

Fax: 512/572-4884

2

Contact:

Phone:

Fax:

3

Contact:

Phone:

Fax:

ST	ADI #	CIRC.	NAME	CITY	NEWS DIRECTOR	PHONE	FAX
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TX	7	5.0	Arlington News	Arlington		817-695-0500	817-695-0555
TX	7	372.0	Dallas Morning News	Dallas		214-977-8222	214-651-0580
TX	7	226.0	Dallas Times-Herald	Dallas		214-720-6111	214-720-6841
TX	7	13.0	Denison Herald	Denison		214-465-7171	214-465-7188
TX	7	17.0	Denton Record-Chronicle	Denton		817-387-3811	214-260-3420
TX	7	150.0	Fort Worth Star-Telegram	Fort Worth		817-390-7400	817-390-7789
TX	7	11.0	Garland News	Garland		214-272-6591	x
TX	7	10.0	Mid Cities News	Arlington		817-695-0500	817-695-0555
TX	7	13.0	Paris News	Paris		214-785-8744	214-785-1263
TX	7	16.0	Plano Star-Courier	Plano		214-424-6565	214-578-0379
TX	7	20.0	Sherman Democrat	Sherman		214-893-8181	214-868-1930
TX	7	188.0	The Wall Street Journal	Dallas		214-631-7250	214-631-5387
TX	10	16.0	Baytown Sun	Baytown		713-422-8302	713-427-6283
TX	10	11.0	Conroe Courier	Conroe		409-756-6671	409-756-6671
TX	10	31.0	Galveston News	Galveston		409-744-3611	409-744-6268
TX	10	445.0	Houston Chronicle	Houston		713-220-7171	713-220-7804
TX	10	326.0	Houston Post	Houston		713-840-5600	713-840-6722
TX	10	25.0	Port Arthur News	Port Arthur		409-985-5541	409-982-4903
TX	10	8.0	Rosenberg Herald-Coaster	Rosenberg		713-232-3737	713-342-3219
TX	10	10.0	Texas City Sun	Texas City		409-945-3441	409-945-7432
TX	42	9.0	Kerrville Times	Kerrville		512-896-7000	512-896-0333

BUSII-QUAYLE COMMUNICATIONS

DALIES BY STATE, ADI & CIRCULATION

ST	ADI #	CIRC.	NAME	CITY	NEWS DIRECTOR	PHONE	FAX
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TX	42	7.0	New Braunfels Herald & Zeitung	New Braunfels		512-625-9144	512-625-1224
TX	42	178.0	San Antonio Express-News	San Antonio		512-225-7411	512-225-8351
TX	42	178.0	San Antonio Light	San Antonio		512-271-2700	512-271-2770
TX	65	32.0	Texarkana Gazette	Texarkana		214-794-3311	214-792-7183
TX	72	171.0	Austin American-Statesman	Austin		512-445-3500	512-445-3679
TX	96	24.0	Bryan Eagle	Bryan		409-776-4444	409-774-0496
TX	96	25.0	Temple Telegram	Temple		817-778-4444	817-778-4444
TX	96	51.0	Waco Tribune-Herald	Waco		817-757-5757	817-756-6906
TX	100	30.0	El Paso Herald-Post	El Paso		915-546-6340	915-546-6349
TX	100	62.0	El Paso Times	El Paso		915-546-6100	915-546-6415
TX	113	15.0	Brownsville Herald	Brownsville		512-542-4301	512-542-0840
TX	113	30.0	Harlingen Valley Star	Harlingen		512-423-5511	512-423-1853
TX	113	32.0	McAllen Monitor	McAllen		512-686-4343	512-686-4370
TX	118	7.0	Jacksonville Progress	Jacksonville		214-586-2236	214-586-0987
TX	118	30.0	Longview News-Journal	Longview		214-757-3311	214-236-3874
TX	118	15.0	Lufkin News	Lufkin		409-632-6631	409-632-6655
TX	118	7.0	Tyler Courier-Times	Tyler		214-597-8111	214-595-0335
TX	118	38.0	Tyler Telegraph	Tyler		214-597-8111	214-595-0335
TX	122	23.0	Amarillo Globe-Times	Amarillo		806-376-4488	806-376-9217
TX	122	42.0	Amarillo News	Amarillo		806-376-4488	806-376-9217
TX	122	73.0	Amarillo News-Globe	Amarillo		806-376-4488	806-376-9217

ST	ADI #	CIRC.	NAME	CITY	NEWS DIRECTOR	PHONE	FAX
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TX	124	68.0	Corpus Christi Caller-Times	Corpus Christi		512-884-2011	512-886-3732
TX	131	42.0	The Times Record-News	Wichita Falls		817-767-8341	817-767-5201
TX	133	68.0	Beaumont Enterprise	Beaumont		409-833-3311	409-838-2865
TX	148	9.0	Big Spring Herald	Big Spring		915-263-7331	x
TX	148	25.0	Midland Reporter-Telegram	Midland		915-682-5311	x
TX	148	28.0	Odessa American	Odessa		915-337-4661	915-334-8641
TX	150	66.0	Lubbock Avalanche-Journal	Lubbock		806-762-8844	806-744-9603
TX	158	43.0	Abilene Reporter-News	Abilene		915-673-4271	915-672-8754
TX	158	4.5	Sweetwater Reporter	Sweetwater		915-236-6677	915-235-4967
TX	186	35.0	San Angelo Standard-Times	San Angelo		915-653-1221	915-658-6752
TX	198	21.0	Laredo Times	Laredo		512-723-2901	512-723-1227
TX	205	35.0	Victoria Advocate	Victoria		512-575-1451	512-572-4884

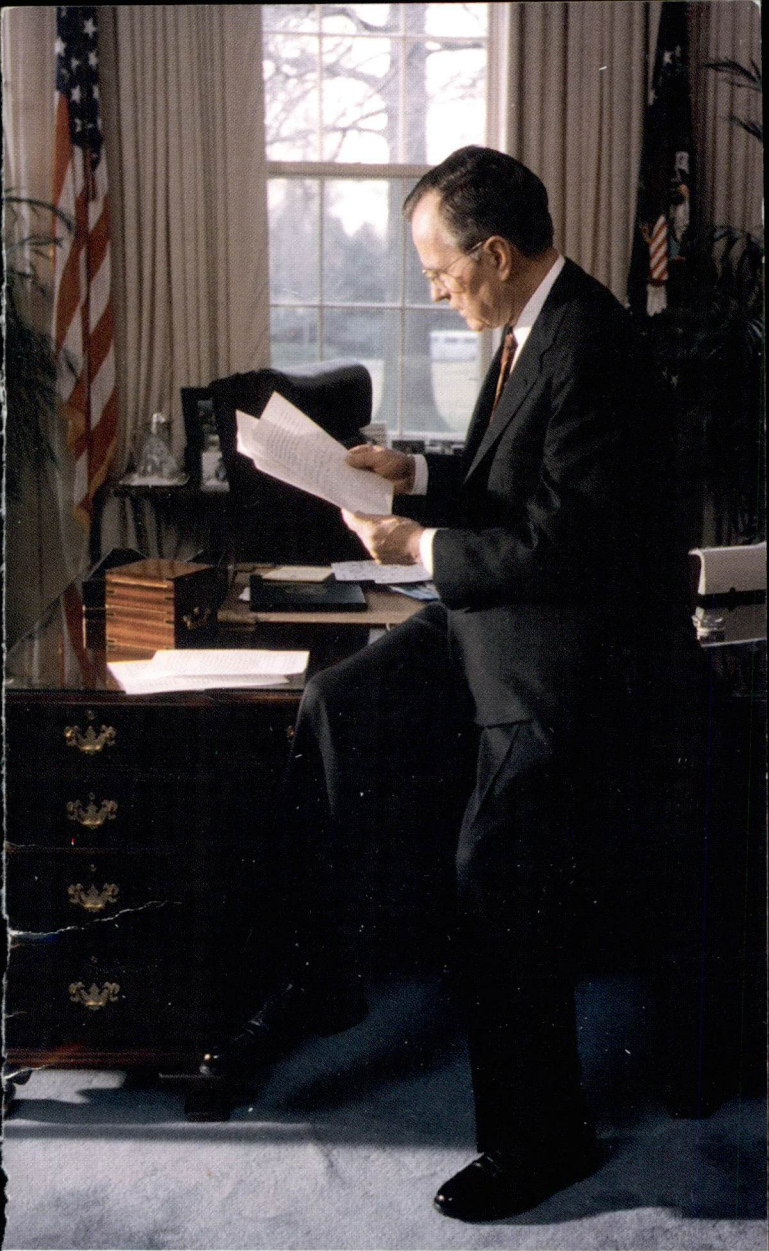
ST	ADI #	CIRC.	NAME	CITY	NEWS DIRECTOR	PHONE	FAX
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TX		6.0	Alice Echo-News	Alice		512-664-6588	512-668-1030
TX		4.0	Angleton Times	Angleton		409-849-8581	409-849-0230
TX		7.0	Athens Review	Athens		214-675-5626	214-675-9450
TX		6.0	Bay City Tribune	Bay City		409-245-5555	409-244-5908
TX		3.5	Bonham Favorite	Bonham		214-583-2124	x
TX		6.6	Borger News-Herald	Borger		806-273-5611	806-273-2552
TX		21.0	Brazosport Facts	Clute		409-265-7411	409-265-2213
TX		6.0	Brenham Banner-Press	Brenham		409-836-7956	409-830-8577
TX		9.0	Brownwood Bulletin	Brownwood		915-646-2541	915-646-6835
TX		4.0	Clear Lake Citizen	Webster		713-488-1108	713-488-1108
TX		9.0	Cleburne Times-Review	Cleburne		817-645-2441	817-645-4020
TX		11.0	Corsicana Sun	Corsicana		214-872-3931	214-872-6878
TX		2.5	Dalhart Texan	Dalhart		806-249-4511	806-249-2395
TX		6.0	Del Rio News-Herald	Del Rio		512-775-1551	x
TX		4.5	Edinburg Review	Edinburg		512-383-2705	x
TX		4.5	Ennis News	Ennis		214-875-3801	214-875-9747
TX		8.0	Gainesville Register	Gainesville		817-665-5511	817-665-0920
TX		2.4	Gonzales Inquirer	Gonzales		512-672-2861	x
TX		12.0	Greenville Herald-Banner	Greenville		214-455-4220	214-455-6281
TX		6.0	Henderson News	Henderson		214-657-2501	214-657-2452
TX		4.0	Hereford Brand	Hereford		806-364-2030	x

ST	ADI #	CIRC.	NAME	CITY	NEWS DIRECTOR	PHONE	FAX
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TX		5.0	Huntsville Item	Huntsville		409-295-5407	x
TX		5.0	Kilgore News Herald	Kilgore		214-984-2593	214-984-7462
TX		17.0	Killeen Herald	Killeen		817-634-2125	x
TX		10.0	Marshall News Messenger	Marshall		214-935-7914	x
TX		6.0	McKinney Courier-Gazette	McKinney		214-542-2631	214-548-7527
TX		4.0	Hexia News	Hexia		817-562-2868	x
TX		5.0	Mineral Wells Index	Mineral Wells		817-325-4465	817-325-1452
TX		5.0	Mount Pleasant Tribune	Mt. Pleasant		214-572-1705	x
TX		9.0	Nacogdoches Sentinel	Nacogdoches		409-564-8361	x
TX		13.0	Orange Leader	Orange		409-883-3571	409-883-3571
TX		10.0	Palestine Herald-Press	Palestine		214-729-0281	x
TX		8.0	Pampa News	Pampa		806-669-2525	806-669-2520
TX		7.0	Pasadena Citizen	Pasadena		713-477-0221	713-477-9090
TX		2.3	Pecos Enterprise	Pecos		915-445-5475	915-445-4321
TX		9.0	Plainview Herald	Plainview		806-296-1300	806-296-1315
TX		3.5	Port Lavaca Wave	Pt. Lavaca		512-552-9788	512-552-3108
TX		5.0	San Marcos Record	San Marcos		512-392-2458	x
TX		6.0	Seguin Gazette-Enterprise	Seguin		512-379-5402	512-379-8328
TX		5.0	Snyder News	Snyder		915-573-5486	x
TX		5.0	Stephenville Empire-Tribune	Stephenville		817-965-3124	817-965-4269
TX		6.0	Sulphur Springs News-Telegram	Sulphur Springs		214-885-8663	214-885-8768

BUSH-QUAYLE COMMUNICATIONS

DALIES BY STATE, ADI & CIRCULATION

ST	ADI #	CIRC.	NAME	CITY	NEWS DIRECTOR	PHONE	FAX
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TX		5.0	Taylor Press	Taylor		512-352-8535	x
TX		6.0	Terrell Tribune	Terrell		214-563-6476	214-563-6479
TX		6.0	Vernon Record	Vernon		817-552-5454	x
TX		6.0	Waxahachie Light	Waxahachie		214-937-3310	214-937-1139
TX		6.0	Weatherford Democrat	Weatherford		817-594-7447	817-594-9734



ACCOMPLISHMENTS THROUGH LEADERSHIP

George Bush

"I'd like to tell you about the George Bush I've known almost half a century – the man I've raised our children with, the man I've shared my life with.

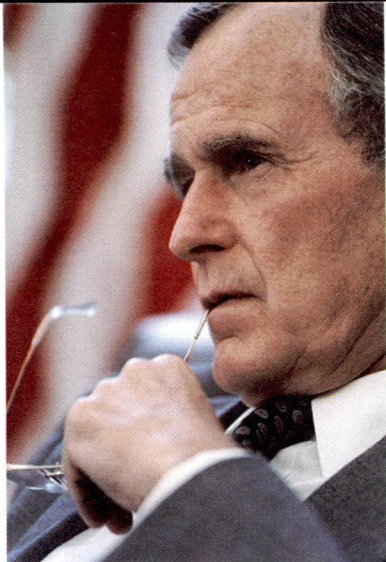
I knew George as a straight and handsome teenager in a navy flyer's uniform. And I know him now, as they play 'Hail to the Chief' when he strides into a room.

In the phases of his life, I've watched my husband change from school boy – to family man; from businessman – to public servant; from congressman – to president; from college team captain – to the leader of the greatest nation on earth. Many years, many changes – but there are things which have never changed.

George Bush always loved his family. I saw the father he became to his children, and I see the love he has for his grandchildren. George has always loved his country. Over the years, that love has found direction in leadership, found strength in helping others, and found meaning in serving his country.

I've watched George rejoice in America's success, and grieve at the pain felt by many. Always, he has worked his hardest, tried his best, and with integrity, commitment and love, come shining through for all of us."

Barbara Bush
February 12, 1992



ACCOMPLISHMENTS THROUGH LEADERSHIP

George Bush is preparing America for the 21st century. His continuing leadership means jobs and opportunity for all who want to work and stronger, more prosperous families, secure in their communities and in the world.

President Bush's policies are helping us raise our children well. His programs have helped our communities fight crime and end the scourge of drugs. His reforms are making our children the best-educated, our companies the most competitive, and our workers the most productive in the global marketplace.

The President's programs offer hope and opportunity to all Americans, by empowering people — not government — to make the important choices in life.

As the world's foremost statesman and leader of its only superpower, President Bush understands both the dangers and the opportunities of this world in which we live. Thanks to his leadership, Americans are safer today than they have been in nearly half a century. Our children no longer live in fear of nuclear war.

More of the world's people are free today than ever before to enjoy the fruits of democracy and the prosperity that free markets bring.

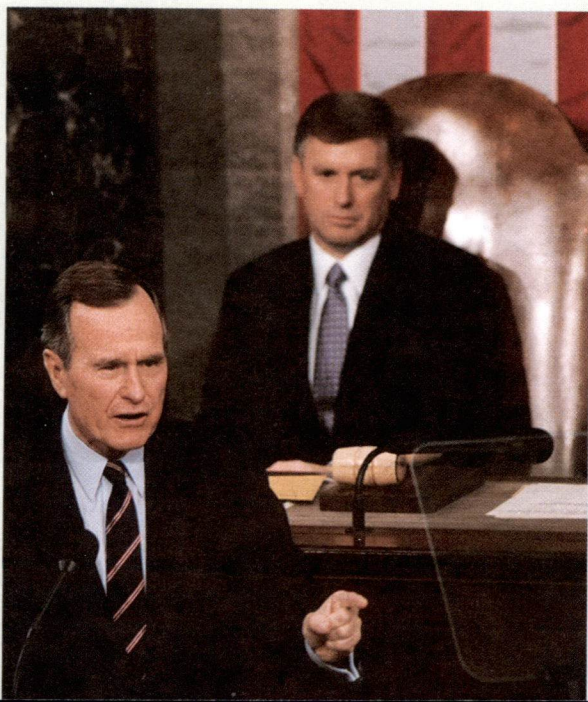
*“I feel all the more determined
to do what you elected me to do: foster
growth, keep the peace, and maintain
our stature as the world’s greatest
Nation – the standard by which all
other countries measure themselves.”*

November 28, 1991

LEADERSHIP AT HOME: A PROSPEROUS AMERICA

President Bush believes the strength in our economy comes from the people, not from the government, from the creativity of the individual, not from bureaucratically directed "industrial policies." George Bush believes in a government that sees the economic empowerment of individual Americans as key to our continued prosperity.

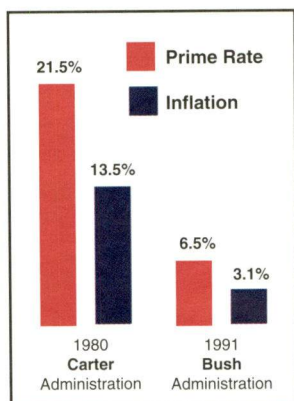
President Bush's economic policies show a continuing commitment to five principles: cutting wasteful government spending; solid long-term growth through incentives which encourage investment and job creation; holding the line on taxes; individual empowerment, and international economic leadership.



CURBING INFLATION AND LOWERING MORTGAGE RATES

President Bush believes the best way to spur economic growth and create new jobs is to keep inflation and interest rates down and control federal spending. President Bush has laid the foundation for sustained economic growth:

- Taken together inflation and interest rates are at their lowest levels in more than two decades. In 1980, inflation hit 13.5 percent and the prime rate hit its highest level since the Civil War, 21.5 percent.
- Consumer-based inflation grew by only 3.1 percent in 1991 and is expected to be even lower this year. In 1980, when the Democrat tax-and-spend policies choked the economy, the inflation rate rose to 13.5 percent. This runaway inflation — nearly five times this year's rate — devastated all Americans, especially the elderly living on fixed incomes.
- In 1980, productivity fell for the second year in a row. Today, it is rising for the third year in a row.



“My Administration’s economic growth program would create jobs, generate long-term economic growth, and promote health, education, savings, and home ownership. My plan would encourage investment and enhance real estate values — without tax increases.”



MORE FAMILIES ARE REALIZING THE AMERICAN DREAM OF HOMEOWNERSHIP

- Mortgage rates declined more than 20 percent in the last three years, making homes affordable for more families. According to The National Association of Realtors (NAR), today's lower mortgage rates mean that families are saving on average, more than \$2,000 a year in reduced housing payments than if higher 1989 rates had continued.
- President Bush proposed a \$5,000 tax credit to alleviate the burden on young families trying to buy their first homes. If enacted, the program will help over 1 million families take the first step toward the American dream.
- Last year, 1.4 million Americans took advantage of lower interest rates to refinance their homes. Another 3 million likely will do the same this year.
- Because of lower interest rates, housing is at its most affordable level in 15 years. NAR calculates that lower interest rates mean mortgage payments consume 10 percent less of a family's income than they did when George Bush became president.

“The United States will continue to lead the world toward a system of free trade and open markets . . . Trade means economic growth. Trade means jobs for all Americans.”

May 1, 1991

EXPANDING TRADE, CREATING JOBS

President Bush:

- Expanded American trade through new international agreements to dismantle trade barriers and open new foreign markets to American goods and services. Between 1988 and 1991, the trade deficit fell more than 40 percent to its lowest level in nearly a decade.
- Reclaimed America's position as the world's top exporter, creating 1.8 million trade-related jobs and exporting more than \$400 billion of American products in 1991 alone.
 - America's standard of living is the highest in the world, surpassing both Germany and Japan.
 - American workers are the most productive in the world.
 - America's manufacturing exports rose to more than 17 percent of the world's total in 1991 — up from 14 percent four years earlier.

TRANSPORTATION AND JOBS

President Bush:

- Persuaded Congress to pass the 1991 Surface Transportation Act authorizing more than \$151 billion to repair and build highways, roads and bridges — supporting more than 600,000 jobs this year.

REGULATORY RELIEF

President Bush:

- Ordered a seven-month halt on new federal regulations and implemented numerous reforms that will save consumers as much as \$20 billion annually — \$300 per year for the average American family. President Bush's regulatory policies will allow small businesses to grow and create new jobs, without sacrificing health and safety.
- Spurred growth in biotechnology, promoted compliance with the Clean Air Act without costing jobs, and made available nationwide clean-burning domestically produced natural gas.
- Speeded the approval process to make "break-through" drugs available sooner to patients with such life-threatening and serious illnesses as AIDS, Alzheimer's disease, depression, and cystic fibrosis.
- Small businesses will no longer have to duplicate information provided to the IRS for other government agencies and will be freed from costly and needless paperwork. All told, over 5 million employers will benefit from the President Bush's action and will realize billions of dollars in savings.



ENDING WELFARE DEPENDENCY

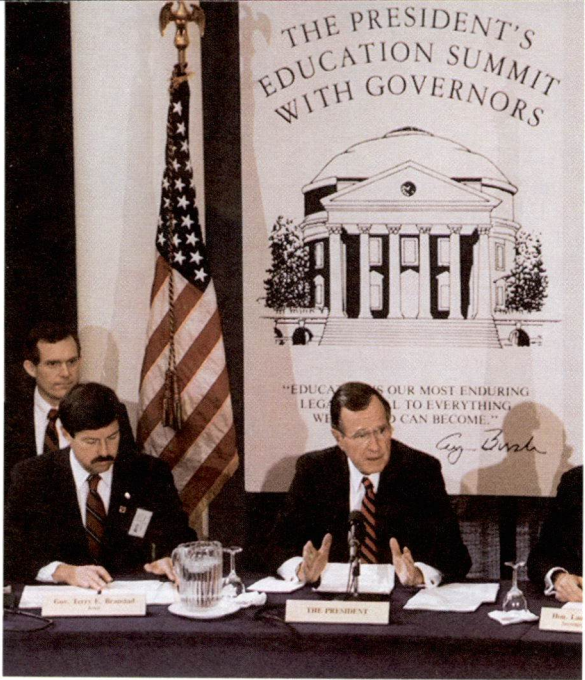
President Bush:

- Established new goals for America's welfare system to require responsible behavior and self improvement. New Jersey, Wisconsin, California, and Maryland are already taking advantage of the opportunity to enforce tough, new pro-responsibility reforms.
- Encouraged new private sector welfare-to-work initiatives that get people into jobs and off the welfare rolls. Instead of merely preparing welfare recipients to get back to work, President Bush's actions are helping states put the value of work back into welfare by getting recipients straight into jobs.
- Promoted traditional family values by encouraging states to allow welfare benefits for two-parent households. Under President Bush's policies, states can penalize irresponsible behavior, such as having more children while on welfare or out of wedlock.

“Children need love and discipline. They need mothers and fathers. A welfare check is not a husband. The state is not a father. . . . It is from parents above all that children come to understand values . . . ”

*Vice President Dan Quayle
May 19, 1992*





REVITALIZING EDUCATION

President Bush believes that education is our most powerful economic program, our most important trade program and our most effective anti-poverty program.

President Bush:

- Convened an historic summit in September 1989 with the nation's 50 governors. Agreement was reached on six national education goals four months later.

The six goals are that by the year 2000:

- Every child will start school ready to learn;
- The high school graduation rate will be over 90 percent;
- Students will be competent in English, math, science, history and geography. Every school in America will ensure that students are prepared for responsible citizenship, further learning and productive employment;
- U.S. students will be first in the world in science and math;
- Every adult will be literate and able to compete in the global economy;
- Schools will be free of drugs and violence.

- Launched the *America 2000* grass-roots education strategy to meet national goals. Already, more than 1,400 communities in 44 states have embraced the *America 2000* strategy which advocates:
 - Educational choice so parents — not government — can choose the best public, private, or religious schools for their kids and be involved in what they learn;
 - New National Achievement Tests to help parents hold schools accountable for results; and
 - Greater flexibility in the use of federal and state funds if local school authorities can demonstrate improved results.
- President Bush's *Job Training 2000* strategy creates a coordinated, market-driven education and training system.
- Proposed *Federal Grants for State and Local G.I. Bills for Children* to make choice a reality for half a million children from low- and middle-income families, just as the World War II GI Bill helped veterans attend the colleges of their choices.
 - President Bush's proposal will put a \$1,000 scholarship directly into parents' hands to cover school costs. Because parents will have a choice of where to educate their children and how to pay for it, all schools will have to compete for the best students — and provide the best possible education.



- Is helping Americans improve their job skills, opening new job opportunities and improving American competitiveness.
 - President Bush's *Lifelong Learning Act* provides a \$25,000 "line-of-credit" for workers to pay for education and training that leads to a college degree.
- Worked to preserve America's scientific and technological edge into the next century by training 770,000 science and math teachers for elementary and secondary schools.
- Requested more than \$2 billion in federal spending for math and science education, \$768 million of which will go to elementary and secondary schools. Increased math and science spending by 123 percent over the last three years.

HEAD START — PREPARING CHILDREN TO LEARN

President Bush:

- Believes that all disadvantaged four-year-old children should take part in the highly successful Head Start program so they can overcome poverty by starting school ready to learn.
- Expanded Head Start services that provide literacy and job training to parents and help them deal with drug and alcohol abuse problems.
- Increased the Head Start budget so that 622,000 children and their parents can take part in a comprehensive pre-school development program providing educational, health, nutrition, and drug treatment services.
- Doubled funding for Head Start and is proposing the largest increase in the program's history — \$600 million for fiscal 1993. If President Bush's proposal passes, Head Start will serve more than three quarters of a million children.



GETTING TOUGH ON CRIME — SECURE FAMILIES, SAFE NEIGHBORHOODS

President Bush believes that the right to be free from fear in our homes, streets, and neighborhoods is the first civil right of all Americans. The President's policies promote a criminal justice system which seeks the swift and certain apprehension, prosecution, and incarceration of those who break the law.

President Bush:

- Has appointed 228 federal prosecutors and judges since taking office, based on their record of tough law enforcement and stiff penalties for those who commit crimes.
- Is doubling federal prison capacity, so that murderers, rapists, drug kingpins and other violent criminals can spend more time in jail. President Bush believes a prison term must be determined by the severity of the crime, not by the availability of prison space.
- Opened the first federal "boot camp" for men in February 1991 in Pennsylvania; a "boot camp" for women in Texas opened in July 1992.
- Fought for and won enactment of a new law requiring mandatory sentences for drug traffickers and other violent criminals. President Bush has encouraged state mandatory sentencing of murderers and rapists.

- Fought for a new law stiffening penalties for criminals who use guns in committing crimes. Now, instead of the negotiated light sentences too often received in state courts, these felons receive tougher mandatory federal sentences. As a result, more than 500 gun-toting criminals are behind bars for a total of 2,500 years.
- Nearly tripled to \$496 million the level of federal financial assistance to local law enforcement.
- Won a landmark Supreme Court victory that now permits the family of a murder victim to testify at sentencing about the impact of the crime on them.
- Assigned 2,400 F.B.I. agents — including 300 who had been working in counter-intelligence — to attack violent crime and problems with street gangs. Established Safe Street Task Forces in 38 cities.
- Conducted an assault on public corruption. During President Bush's first two years in office, federal prosecutors have convicted more than 2233 public officials on corruption charges such as fraud and bribery.
- Called for Congress to pass his comprehensive anti-crime bill for an effective federal death penalty for certain heinous crimes; reform of *habeas corpus* to reduce repetitive and trivial appeals that delay justice and clog the courts; and reforms of the exclusionary rule so criminals can no longer escape justice through legal loopholes.

“Our sworn duty to ‘ensure domestic tranquility’ is as old as the Republic, placed in the Constitutions’ preamble even before the common defense and the general welfare. When we ask what kind of society the American people deserve, our goal must be a nation in which law-abiding citizens are safe and feel safe.”

“Success in the drug war depends crucially on our churches and synagogues, our schools, our service clubs, and young peoples’ organizations. Most important: American families strengthened by the virtues and bonds of love and honor and just plain strength. American families — that’s the key.

January 27, 1992

WINNING THE WAR ON DRUGS

President Bush:

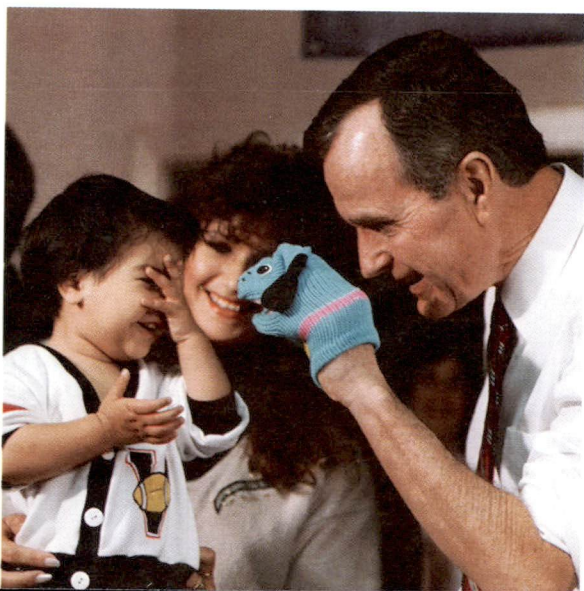
- Implemented his National Drug Control Strategy (interdiction, enforcement, prevention, education and treatment and international efforts). According to the Office of National Drug Control Policy, overall drug use has dropped by 13 percent — and by 27 percent among adolescents, the most important group in the fight against drugs.
- Launched “Weed and Seed” projects in 20 cities. This federal program keeps crime and drugs out of neighborhoods by using federal law enforcement officials to help local police “weed out” drug dealers, gang leaders and street criminals. Neighborhoods are then “seeded” with school “drop-out” prevention programs, new drug treatment programs, programs to improve the condition of public housing, job training, and increased government health programs including pre-natal care and HIV testing and counseling.
- Proposes to double federal funding for drug-related programs to \$12.7 billion for fiscal 1993.
- Nearly tripled federal anti-drug assistance to state and local law enforcement agencies — from \$334 million in fiscal 1989 to a proposed \$991 million in fiscal 1993.

- Used nearly half a billion dollars worth of property seized from drug dealers to build new prison facilities.
- Sharply increased the average sentence for drug dealers convicted of federal crimes — from 57 months to 78 months.

RAISING OUR CHILDREN WELL

President Bush:

- Challenged Congress to pass his key child care proposals — and won. This new law ensures that parents — not government — make the choice of who cares for their children.
- Defeated congressional liberals who sought burdensome regulation of small, private child care centers — potentially regulating grandmothers — and religious institutions now providing good, affordable child care.
- Enhanced parents' choices and made child care more affordable through new and expanded tax credits. Lower income families will receive \$31 billion in direct payments and tax credits over the next five years.





“The power of America rests in a stirring but simple idea: That people will do great things if only you set them free . . . We must empower the poor with the pride that comes from owning a home, getting a job, becoming a part of things.”

January 28, 1992

EMPOWERING COMMUNITIES:

President Bush:

- Believes we must reduce urban and rural poverty by using enterprise zones to attract new investment in 50 targeted areas across America through tax incentives to spur job creation and buy new equipment.
- Launched **HOPE** (*Homeownership and Opportunity for People Everywhere*), a first-ever program through which public-housing residents can buy their homes. **HOPE** engenders community pride, safer neighborhoods, and stronger families.
- Next year, President Bush's program will help 36,000 public housing families become homeowners and put another 65,000 on the road to homeownership. President Bush has also encouraged tenant management of public housing projects.

- Signed into law the *National and Community Service Act of 1990*, authorizing the creation of the Commission on National and Community Service, a program which offers federal seed money to outstanding innovative and experimental service initiatives.
- Spurred the creation of the *Points of Light Foundation*, an independent, non-profit organization that encourages and assists leaders in mobilizing their members to engage in community service.
- Helped establish the National Center for Community Risk Management and Insurance, an independent, non-profit center which will reduce barriers to voluntary service, including unwarranted legal liability and high insurance costs.
- Has identified over 800 examples of successful initiatives that use voluntary service to solve serious problems at the community level and recognized them as Daily Points of Light.

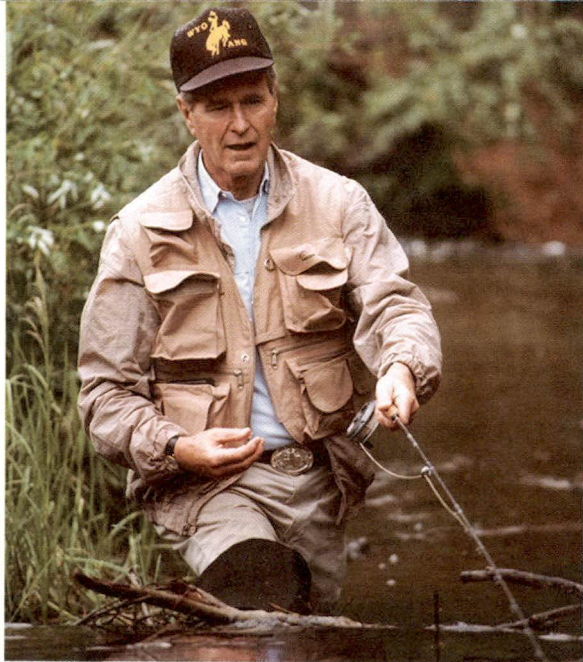
“The intergenerational poverty that troubles us so much today is predominately a poverty of values. Our inner cities are filled with children having children; with people who have not been able to take advantage of educational opportunities; with people who are dependent on drugs or the narcotic of welfare. To be sure, many people in the ghettos struggle very hard against these tides – and sometimes win. But too many feel they have no hope and nothing to lose.”

*Vice President Dan Quayle
May 19, 1992*

CLEANER AIR, CLEANER WATER

President Bush:

- Proposed and fought successfully for the first major rewrite of the **Clean Air Act** in 13 years. This landmark legislation will cut acid rain in half, reduce urban smog, and cut toxic air pollution by 90 percent.
- Believes that polluters must pay for the damage they do to our environment. The Bush Administration has collected more fines and penalties and secured more prison sentences for environmental crimes in the last three years than in the previous 20 years combined.
- Proposes to spend \$216 million in 1993 to enforce environmental protection laws — 72 percent more than when he entered the White House. In 1990-91, the Bush Administration obtained a record 55 convictions for environmental crimes with violators receiving jail terms averaging nearly 2 years and \$91 million in fines.
- Established a moratorium on off-shore oil and natural gas drilling, for 99 percent of California's coast and the entire coasts of southern Florida, New England, Washington and Oregon. He also established a National Marine Sanctuary covering over 5,000 square miles off the California coast, where drilling will be permanently banned.
- Signed a law requiring double hulls on oil tankers to prevent oil spills like that of the Exxon Valdez in Alaska — and creating a \$1 billion oil spill cleanup fund.
- Proposes to plant 1 billion trees a year in his "America the Beautiful" program and to end clear-cutting as a standard practice in our National Forests. More trees mean cleaner air and water, greater conservation of energy, and less likelihood of global warming.



- Added more than 1.5 million acres to America's national parks, forests, wildlife refuges, and other public lands.
- Led a successful United Nations effort to stop driftnet fishing on the high seas by the end of this year, which will eliminate a fishing technique highly destructive of marine mammals, seabirds and other marine life.
- Accelerated the United States phaseout of ozone harming substances to the end of 1995, four years ahead of international deadlines. America was the first nation to accelerate this phaseout.
- Saved thousands of American jobs by refusing to agree to binding targets and timetables on carbon dioxide emissions. This would have required much higher taxes on fossil fuels. Told world leaders at the "Earth Summit" in Rio that the American experience has proved that environmental protection and economic growth can and must go hand-in-hand.
- Signed an international agreement to adopt a national action plan to help prevent global warming. Proposed to double international forestry assistance available to developing countries.

MAKING HEALTH CARE AFFORDABLE

President Bush believes our health system delivers the world's best quality of care, but it costs too much and too many Americans do not have access to health insurance.

President Bush's plan will:

- Make quality care accessible by providing tax credits for poor families to buy a basic health care package (\$3,750 per family). Within five years, nearly 30 million uninsured Americans could obtain new health coverage; over 90 million Americans will benefit from new tax credits and deductions.
- Allow small businesses to pool resources and bargain for less expensive insurance to cover their employees properly. Self-employed Americans could deduct 100 percent of health insurance costs.
- End the fear of job-lock. Every working American, including those with "pre-existing conditions" would be certain that he or she could switch jobs and still be able to purchase insurance coverage.
- Cut rising health care costs by standardizing billing procedures and eliminating needless paperwork. Limit out-of-control medical malpractice suits that drive up costs and drive out needed doctors.
- Give consumers — not federal bureaucrats — the choice of which doctors to see and what care to receive.

President Bush has proposed programs to promote a healthier America:

- **Expanding primary and preventive care:** Increased funds for primary care services 83 percent, and funds for breast and cervical cancer to \$515 million. President Bush has also launched major new initiatives to immunize children and reduce infant mortality and lead poisoning.
- **Helping the Critically Ill and Vulnerable:** The President supported and signed into law new help for the disabled elderly. Total AIDS funding has risen 118 percent since President Bush took office to a requested \$4.2 billion for FY93.

AMERICA'S FARMERS

President Bush has vigorously expanded trade and opened new markets for America's farm products. The American farm economy is strong. Debts are down, assets up.

- Above all, the net income of farmers has reached record levels, while government support payments have actually declined.
- Farm exports reached \$40.1 billion in fiscal 1990, the highest since 1981. In 1992, American farm exports are forecast to rise \$1.5 billion over fiscal 1991 levels.
- Since January 1991, the Agriculture Department has extended nearly \$5 billion in agriculture credits to the former Soviet Union to promote free-market principles and preserve America's fourth-largest market for farm exports.

STRENGTHENING AND ENFORCING ANTI-DISCRIMINATION LAWS

A vital element of President Bush's effort to protect the civil rights of all Americans is the vigorous enforcement of existing anti-discrimination laws, without resorting to the use of quotas. The President has moved aggressively to fight hate crimes and combat discrimination in housing, voting, employment and education.

President Bush:

- Secured enactment of the **Americans with Disabilities Act** in 1990 — an historic civil rights law expanding protections and opening new opportunities for 43 million Americans with some form of disability.



“For more than 45 years, the highest responsibility of nine American presidents, Democrats and Republicans, was to wage and win the Cold War. It was my privilege to work with Ronald Reagan on these broad programs, and now to lead the American people in winning peace by embracing the people so recently freed from tyranny, and to welcome them into the community of democratic nations.”

April 1, 1992

LEADER OF THE FREE WORLD

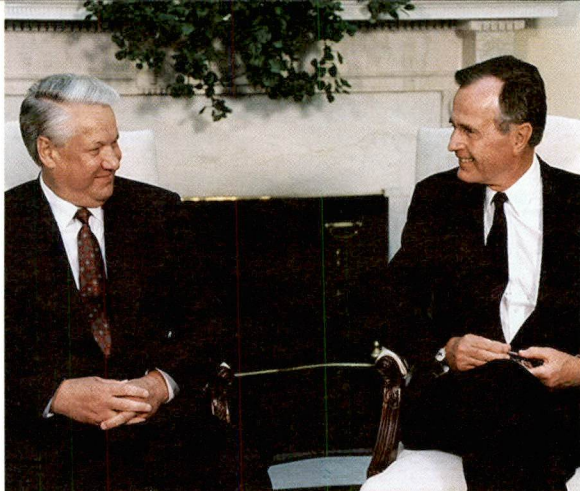
As the world's foremost statesman, President Bush more than anyone, understands the dangers and opportunities of the world in which we live.

President Bush's leadership helped bring the Cold War to a successful end and was an historic victory for freedom and democracy. He is now preparing the United States, as the world's only superpower, to protect our vital interests while promoting democracy and free international trade. President Bush will continue to protect America just as he did in Operation Desert Storm.

Building on his experience as the first President to have served as United States Ambassador to the United Nations, George Bush has revitalized efforts with other countries to promote collective security and to maintain peace.

President Bush's leadership on behalf of American objectives has brought about a staggering list of accomplishments. This success is no accident. In a dramatic period of history – with an extraordinary number of crucial decisions – President Bush made the right calls and showed the leadership that has made Americans proud.





ENDING THE COLD WAR

President Bush:

- Brought the Cold War to a successful end, and has transformed United States-Soviet relations from an era of Cold War confrontation to one of unprecedented engagement, cooperation, and partnership.
- Built a new relationship with Russia, Ukraine, Armenia, and the other emerging states of the former Soviet Union, to secure democratic reform and market economies.
- Provided critical support to the liberation of Eastern Europe, and direct assistance to secure true democracy and economic change.
- Orchestrated extraordinary diplomacy to achieve a rapid and peaceful German unification without triggering a crisis with the former Soviet Union.
- With the collapse of the Warsaw Pact, is reducing our military presence in Europe by half while maintaining strong support for NATO. Prospects for a major conventional war in Europe have been nearly eliminated. As Russian President Boris Yeltsin said, "We know one thing. . . We shall not fight against each other."

“[I]f you ask me what gives you the most pride or pleasure out of having been President . . . I take great pride that it was the leadership of the United States that has diminished for our children the threat of nuclear war.”

April 27, 1992

ENDING THE NUCLEAR NIGHTMARE

President Bush:

- After nine years of negotiations, signed the historic **Strategic Arms Reduction Treaty (START)**, cutting the most destabilizing long-range Soviet nuclear warheads in half and providing the framework for further cuts in strategic nuclear arms.
- Building on **START** achieved the most significant arms reduction agreement in history, ending the nuclear nightmare for ourselves and our children. President Bush won agreement with Russian President Yeltsin to reduce both nations' stockpiles of long-range nuclear warheads to historically low levels — more than one-half below **START** levels. By the year 2003, all land-based, multiple-warhead missiles — the most dangerous and destabilizing nuclear weapons — will be eliminated.
- Achieved Russian agreement to develop a concept for global protection against limited ballistic missile attack, including exploration of a new legal regime to enable us to defend America, our allies, and the community of nations from missile attacks by rogue nations.
- Reoriented the **Strategic Defense Initiative (SDI)** to defend Americans and our allies and friends against limited attacks or accidental launches — whatever their source.

ARMS CONTROL

President Bush:

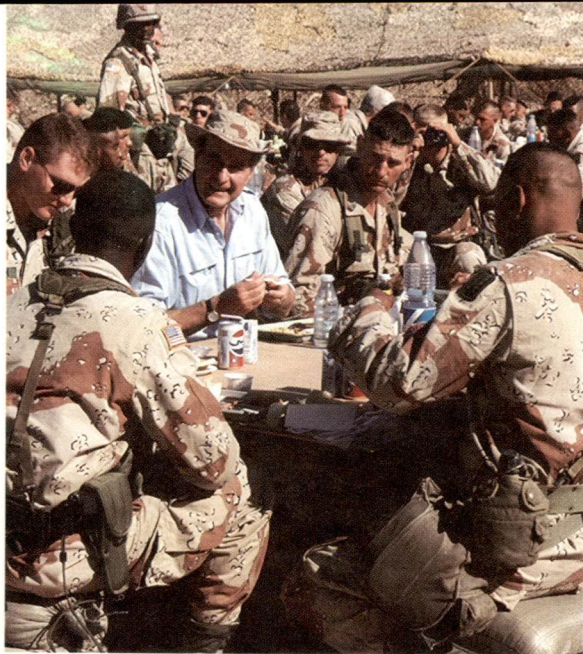
- Signed an agreement with the Soviet Union to destroy about 90 percent of each nation's declared stockpiles of chemical weapons within 10 years. No new chemical weapons will be produced.
- Spearheaded United Nations efforts to destroy Saddam Hussein's nuclear capability.
- Strengthened export controls to thwart the spread of technology used to manufacture weapons of mass destruction in developing countries.

OPERATION DESERT STORM

President Bush:

- Understood ahead of many others that Saddam Hussein's aggression represented a unique threat to American interests and security. President Bush forged an unprecedented international coalition to defeat Iraqi aggression and liberate Kuwait, preventing Saddam Hussein from holding the entire Middle East hostage to his demands. Saddam's ability to threaten his neighbors, including Israel, has been virtually eliminated, proving that aggression will not stand and that the United Nations can be an effective institution for resolving regional conflicts.





“We went halfway around the world to do what is moral and just and right. We fought and, with others, we won the war. We lifted the yoke of aggression and tyranny from a small country that many Americans had never heard of — and we shall ask nothing in return.”

March 6, 1992

- Shaped alliances among allies, friends, and former antagonists to defeat the Iraqi army in a short, decisive war, ending with a 100-hour ground campaign.
- Seriously constrained Iraq’s potential to build a nuclear weapon that could be used to threaten Israel or Middle East oil supplies. Iraq no longer poses a serious military threat to its neighbors.
- Made us proud to be Americans. Showed America’s “can-do” spirit. Vindicated the Reagan-Bush “Peace through Strength” defense buildup of the 1980s. Affirmed America’s preeminence as the most technologically advanced nation in the world.

“The United States cannot make peace in the Middle East; only the parties themselves can do that. But we can and will be a committed and active partner in the search for peace.”

October 25, 1991

ISRAEL AND THE MIDDLE EAST PEACE PROCESS

President Bush:

- Brought about the first face-to-face talks ever held between Israel and all of its Arab neighbors.
- Led the repeal of the United Nations resolution equating Zionism with racism.
- Strengthened America's security relationship with Israel, including the first commitment of U.S. forces to its defense during the Persian Gulf war.
- Helped make possible the immigration of Jews from the Soviet Union, Ethiopia, and others areas.

DRUG TRAFFICKING

President Bush:

- Convened a first-ever drug summit in Cartagena, Colombia, in 1991 with leaders of Colombia, Bolivia and Peru, and a second meeting in San Antonio in 1992, that included seven countries.
- Organized new coalitions of North and South American nations to wage war against local drug traffickers, destroying drug crops in the fields and using United States military forces to stop smugglers.
- Increased funding for international drug control efforts by more than 152 percent — from \$304 million to \$768 million.



COUNTERING INTERNATIONAL TERRORISM

President Bush:

- Expanded counter-terrorism cooperation with other countries, discouraging all nations from direct and indirect support of terrorism.
- Succeeded in gaining freedom for western hostages in Lebanon without compromising U.S. principles.
- Spearheaded a United Nations Security Council resolution imposing sanctions on Libya for failure to hand over two suspects indicted by the Justice Department for the bombing of Pan Am Flight 103.

RESTORING DEMOCRACY TO CENTRAL AMERICA

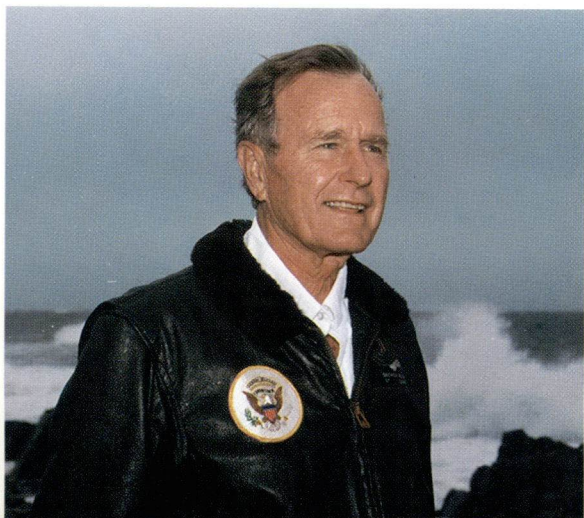
President Bush:

- With ***Operation Just Cause***, restored democracy to Panama by capturing and bringing to justice dictator Manuel Noriega for international drug trafficking.
- Worked for free elections in Nicaragua to bring peace and democracy to that war-torn country.
- Worked with the United Nations, regional partners, and El Salvador's President Cristiani to end the civil war in El Salvador

“This will be, for me, my final campaign. And I plan to fight as never before. I have had the privilege of being your President at the great turning point when freedom prevailed over imperial communism; when the Berlin Wall came down; when Iraq’s aggression was defeated; ancient enemies talking peace in the Middle East; when democracy really got on the move in this, our own hemisphere. We are helping to solidify a legacy of peace.

But I cannot rest and you cannot rest until we help this country win another legacy; productive jobs for our citizens with strong families secure in a more peaceful world. Working together, we changed the world. And now we can change America.”

March 24, 1992



Americans With Disabilities

BUSH



QUAYLE

92



September 18, 1992

Dear Coalition Leader, State Contact and Others helping the Americans with Disabilities Coalition:

On behalf of Justin Dart, Evan Kemp and Ginny Thornburgh, thank you very much for your support of the President and your active involvement in the Bush-Quayle campaign. We are confident that with your help we will achieve a great victory in November.

Enclosed are detailed and informative campaign materials for your use. Please feel free to contact us for any further information you may need for your reference and/or dissemination.

As one of our Coalition Leaders, we ask that you put your experience and skills to work in the following campaign activities:

- **ORGANIZE, ORGANIZE, ORGANIZE** -- With seven weeks left until the election, our paramount task will be to disseminate information about the President's outstanding achievements and ideas widely and quickly. For this reason, it is crucial that you organize a "response group" of members from your community. The response group will respond immediately to news on disabilities issues by writing and calling local disabled and mainstream newspapers to convey the President's position. Please be sure to send us copies of all published articles resulting from the response group's efforts.

1. **Letters to the Editor** -- Arrange for Letters to the Editors of your local newspapers and the disabled press to be submitted **EVERY DAY**. These letters don't need to be overly detailed or complicated; however, they should highlight the President's sound economic plan, his record on disability issues, and the positive impact his Presidency has had on the country and the disability community, in particular. Key points of the day must be included, as well as background information based on talking points which will be provided to assist you. Talking Points, Backgrounders, Lines of the Day, etc., will be forwarded to you. **Please use this information often and in a timely way.** (A list of newspaper addresses is enclosed for your convenience.) The key is to blanket the disability and mainstream press in your state with the good word about the President **EVERY DAY!**

2. **Radio Talk Shows (Call-Ins)** -- **THE PUBLIC NEEDS TO HEAR WHY YOU PLAN TO VOTE FOR GEORGE BUSH AND WHY YOU TRUST HIM TO LEAD OUR NATION FOR THE NEXT FOUR YEARS.** A list of radio stations is attached for your reference. Please use and disseminate this information, and ask your response group to pass on the President's message to others. As with the Letters to the Editors, members of your response group should be charged with listening to and calling these radio shows **EVERY DAY!**

- **ENDORSEMENTS:** Please talk with the leadership of the organizations with which you are active and ask for the organizations' endorsements. If an organization is non-partisan, bi-partisan, or does not endorse political candidates, try to obtain the endorsement of the leader(s) in their private capacity. Once an endorsement has been secured, please fax us all the pertinent information right away (our fax number is 202-336-7954) so that we can prepare a press release for national distribution. As you may know, organization and leadership endorsements are a significant factor in motivating and energizing members of specific communities. We need to secure these endorsements and get the word out -- **FAST!**

- **RALLIES** -- Rallies are currently being planned throughout the nation. It is important that the disability community be present and visible. The disabled community was well represented in the '88 rallies. **WE NEED TO SEE THOSE FOLKS AND MORE AT THE UPCOMING MAINSTREAM RALLIES.**

- **EVENTS** -- Help your State BQ office identify significant events that may be occurring in the disability community and in your area. If a national surrogate is unavailable, a local BQ leader should be asked to represent the President and speak at the event.

- **GUIDELINES** -- We must comply with guidelines from the Federal Election Commission.

Finally, we would like to emphasize again that there are only a few weeks left. We need to work very closely and effectively to win this race. It is vital for Bush-Quayle disability leaders at the national, state and local levels to work together and support each other so that the effort from the disability community will truly make itself felt in this campaign. Let your community know that George Bush was the champion of the Americans with Disabilities Act.

Thank you very much. We look forward to working with you towards a triumph on November 3.

Sincerely,



Christina Carter-Pena
Deputy Director
National Coalitions
Bush-Quayle '92



Cristina Tallent
National Coordinator
Americans with Disabilities
Bush-Quayle '92



MEMORANDUM

TO: Co-Chairs, Committee Members, State Contacts and friends of Americans with Disabilities Coalition:

FROM: Cris Tallent 
National Coordinator, Americans with Disabilities Coalition

DATE: September 17, 1992

RE: General Coalition Activities

It's a pleasure to be working with you. I am enclosing materials prepared by the Bush-Quayle '92 Communications office. They have been designed to enable you, as a key coalition member, to help disseminate the Bush Administration's excellent record on behalf of Americans with disabilities.

As you are aware, according to a 1989 Harris poll, one to three points of the President's seven point margin of victory in the 1988 election was directly attributable to the swing in voters with disabilities. The President kept his 1988 campaign promise and more. His actions speak louder than I could ever express, but my point is that we must energize the voters in the disability community to support George Bush in this election.

We have barely more than 40 days until election day, we must now maximize our efforts (and those of your colleagues and friends). At the top of our agenda is the dissemination of the Bush record and accomplishments towards citizens with disabilities. Some suggestions:

- Letters to the editor and OP-ED pieces to mainstream newspapers and disability newsletters throughout your state. Those of you in the Washington, DC area, to major newspapers in key cities across the country.
- Reproduce and distribute enclosed campaign material. You may obtain bumper stickers, buttons and yard signs from your Bush-Quayle '92 state office.
- Request opportunities to appear on radio and television talk shows or interviews about programs and services for persons with disabilities, supporting the President's strong record on these issues.
- Call-ins to your local radio talk programs and TV shows and other call-in opportunities. According to our Communications staff, we are losing the "radio and letter" battle. We need to flood local radio and press with calls and letters supporting the President. Get everyone you know participating with the write-in and call-in campaign.

I will send you relevant material as it becomes available and please plan to stay in close touch. Let me know how we can facilitate your efforts. Thank you for your hard work and support. We look forward to victory in November. We must finish the agenda begun in 1988; by working together, we will ensure that every member of our society is recognized as a full heir to the American Dream.



AMERICANS WITH DISABILITIES FOR BUSH/QUAYLE '92

Suggested Activities and Responsibilities for
State Chairs and Contacts

Strategy should focus on contacting and disseminating the Bush record among members of the disability community; facilitating voter registration and getting them to the polls on November 3. Please consider some of the following activities for your organization:

1. Work with the Republican Party and the Bush/Quayle '92 state offices in coordinating your activities with the Coalitions Chairman.
2. Recruit a member or friend familiar with the disability community for each county and large city. Charge them with the responsibility for helping you implement your action plan in their respective areas.
3. Learn the Voter Registration laws for your state. Provide assistance in registration. Determine if your state has a Voter Registration effort designed to accommodate citizens with disabilities. If still legally possible, try to register those who are known to be B/Q supporters and have not yet registered. Whenever applicable provide absentee balloting information.
4. Contact your state office on disabilities to learn of the locations of Independent Living Centers and other centers serving the disability community.
5. Provide transportation information for getting B/Q supporters to the polls on Election Day - or provide absentee ballots.
6. Encourage letters to newspaper, calls in to local radio talk shows to talk about why you're supporting President Bush and his position on disabilities issues. Learn the name of the person at each newspaper who is responsible for covering disabilities issues. In major metropolitan areas, consider holding a brief meeting of these media representatives and distribute the Bush Agenda and his record on disability issues. If possible, have a surrogate speaker available to answer questions. In smaller communities, a personal visit to the disability Editor to deliver position papers should prove constructive. Please emphasize the importance of personal contacts; mailings all too often are disregarded or discarded. One and one contact is extremely valuable.
7. Identify local disabilities groups and the schedule of their activities planned during October. Try to have one of your representatives present. Opinion leaders and spokesperson such as yourself who are knowledgeable about the Bush Administration record on disability issues will persuade others to reelect President Bush on November 3.
8. Notify your B/Q State HQ and Washington contact of any major events in your state between now and Election Day - such as - State Fairs, conventions, etc. If such an event would justify the appearance of a major surrogate speaker, please contact the Bush-Quayle state office, they in turn can asses the situation and request a surrogate if warranted. Please tell us as well so we can support the request.
9. Try to recruit volunteers to assist the Republican Party and the Bush/Quayle '92 campaign with phone bank operations, headquarters duties and other activities the week prior to the election.

10. Please keep detailed records of all volunteers that include names, addresses, and telephone numbers. Make certain each and every one receives both a thank-you letter and an invitation to a Bush-Quayle Victory party on November 3.

FOR YOUR INFORMATION.....

1. Bush-Quayle bumper stickers, buttons, brochures, etc. may be obtained from your state headquarters. Any funding for local Americans with Disabilities Coalition mailings, etc. would come from the B/Q '92 state campaign.
2. You will be provided with position papers on disability issues as they are released by the campaign leadership here in Washington.
3. Your B/Q Washington Headquarters contact is Cris Tallent 202-336-7355. Please keep in touch.

Classic Points of Strategy

Every campaign uses certain basic points of strategy. Below is a list of nine classic points of strategy used most often in campaigns. Most campaigns use one to four of these points in their strategy - using any more usually means the strategy hasn't been developed well. The trick is to determine which of these classic elements fits best in a given campaign.

1. Targeting the Republican base vote plus a given percentage of other votes (Independents and Democrats) will secure victory - a traditional strategy based on partnership.
2. Creating a clear difference between you and the opponent - a strategy based on voter perceptions of a single difference, an essential element.
3. Dividing the voters on ideological lines, a strategy based on conservative vs. liberal - often used by campaigns.
4. Becoming the champion of a single issue or cause, a strategy of running on a "great issue."
5. Building diverse coalitions of voters into a single voting block.
6. Creating a positive image, proving your candidate is a good person - often a necessary strategy element.
7. Proving the opponent is a bad person, based on creating a negative image of the opponent.
8. Building an organization capable of delivering significant vote numbers.
9. Overwhelming the opponent with campaign activities, or "buying" an election.

Grass-Roots Organizational Programs

List Development
Voter Blitz Program
Yard Sign Program
District Tours
Phone Bank Operations
Events

Door To Door Walk Programs
Coffees and Receptions
Coalition Development
Absentee Ballot Programs
Ballot Integrity
Election Day Activities



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 - PRESIDENT BUSH: CHAMPIONING THE RIGHTS OF DISABLED AMERICANS
- PRESIDENT BUSH'S RECORD ON DISABILITIES
 - ACCOMPLISHMENTS THROUGH LEADERSHIP BROCHURE
- AGENDA FOR AMERICAN RENEWAL
- MEDIA KIT
 - OP-ED SAMPLE
- THE CLINTON RECORD
- ADDITIONAL BACKGROUND MATERIAL



- **NATIONAL
LEADERSHIP
COUNCIL**

- COALITION PRESS RELEASE
- NATIONAL CO-CHAIR
STATEMENT

NEWS RELEASE



FOR IMMEDIATE RELEASE
SEPTEMBER 14, 1992
BQ'-444

CONTACT: TONY MITCHELL
202/336-7099
DIDI BLACKWOOD
202/336-7957

BUSH-QUAYLE '92 CAMPAIGN ANNOUNCES FORMATION OF AMERICANS WITH DISABILITIES COALITION

Washington, D.C.—The Bush-Quayle re-election campaign today announced the formation of the Americans with Disabilities Coalition for Bush-Quayle '92. Justin W. Dart, Evan J. Kemp, and Ginny Thornburgh will serve as National Co-Chairmen for the American Disabilities Coalition which will help organize voters among the community of 43 million Americans with disabilities.

"President Bush has a precedent-setting record for empowering people with disabilities in his administration," said Justin Dart, Chairman of the President's Committee on Employment of People with Disabilities. "Therefore it is an honor to serve as Co-Chair of the Bush-Quayle '92 Disability Coalition."

Evan Kemp, Jr., Chairman, Equal Employment Opportunity Commission stated, "The Democrats now take credit for the ADA, but we wouldn't have it without the personal push by President Bush."

"President Bush kept his promise to support, sign and implement the Americans with Disabilities Act. He extends the hand of empowerment and partnership to people with disabilities and members of their family," said Ginny Thornburgh, Director of the Religion and Disability Program, National Organization on Disability.

The National Co-Chairs will direct both the National Executive Council and the National Steering Committee for Americans with Disabilities Coalition. The esteemed members of these committees include; Presidential appointees, Disabilities Advocates, business leaders, educators, members of the Disability Council, and some advisors responsible for drafting the American with Disabilities Act.

Since 1986, President Bush has been the leading force in the implementation and signing of the Americans with Disabilities Act of 1990--the largest bill signing ceremony ever held in the Rose Garden, where the President proclaimed, "Let the shameful wall of exclusion finally come tumbling down."

- 30 -



AMERICANS WITH DISABILITIES FOR BUSH-QUAYLE '92

NATIONAL LEADERSHIP COUNCIL

NATIONAL CHAIRMEN

Mr. Justin W. Dart, Jr.

Chairman, President's Committee on Employment of People with Disabilities

Mr. Evan J. Kemp, Jr.

Chairman, Equal Employment Opportunity Commission

Mrs. Ginny Thornburgh

Director Religion and Disability Program, National Organization on Disability

NATIONAL EXECUTIVE COUNCIL

The Honorable Steve Bartlett

Mayor, City of Dallas, Texas

Mr. Andrew I. Batavia

Research Director, Disability and Rehabilitation Policy, Abt Associates

Ms. Nell Carney

Commissioner, Rehabilitation Services Administration U.S. Department of Education

Mr. Allen Clark

Director, National Cemetery System Department of Veterans Affairs

Mr. Rick E. Crowder

Founder, 'Travelin' Talk

Mr. Don Culwell

Director, Reclamation, Inc.

Dr. Robert R. Davila

Assistant Secretary, Office of Special Education and Rehabilitative Services U.S. Department of Education

Mr. Osborne Day

President, Osborne Day Associates

Mr. Michael R. Deland

Chairman, Council on Environmental Quality

Mr. Joseph J. Dragonette

President, Joseph Dragonette, Inc.

Ms. Joni Eareskson Tada

President, Joni & Friends

Mr. Lex Frieden

Senior Vice President, The Institute for Rehabilitation and Research

Mr. Martin Gerry

Assistant Secretary for Planning and Evaluation, U.S. Department of Health and Human Services

Dr. William Graves III

Director, National Institute on Disability and Rehabilitation Research

Mr. John Hager

Vice President, American Tobacco

Dr. Kenneth Jernigan

Executive Director, National Federation of the Blind

Mrs. Dorothy (Bush) Koch

1030 15th St. NW, Washington, DC 20005

Paid for by Bush-Quayle '92 General Committee, Inc.

Printed on Recycled Paper

Mr. Grant Mack
Chairman of the Board, National Industries for the Blind

Mr. Gordon H. Mansfield
Assistant Secretary for Fair Housing & Equal Opportunity, U.S. Department of Housing and Urban Development

Dr. Michael Marge
Professor, Special Education & Rehabilitation, Syracuse University

Mr. Jeremiah Milbank Jr.
President, J. M. Foundation

Mrs. Mary Ann Mobley-Collins
Disabled Celebrity Activist, March of Dimes

Ms. Sandra S. Parrino
Chairperson, National Council on Disability

Ms. Brenda Premo
California Association of the Physically Handicapped

Mr. William Tainter
Director, California Department of Rehabilitation

Mr. Kent Waldrep
President, National Paralysis Foundation

NATIONAL STEERING COMMITTEE

Mr. Larry Brown, Jr.
Member, National Council on Disability

Dr. Dyanne Bostain
Director, University of Virginia Hampton Roads Graduate Center

Mr. Richard Chavez
Chairman, Educational Designs Institute

Mr. Cameron Coldwell
Owner, New Life Communications

The Honorable Ann Dandrow
State Representative, 30th District & Southington

Mr. Fritz Edmunds, Jr.
Member, RNC Disability Council

Ms. Mary Evert
President, The American Occupational Therapy Association, Inc.

Mr. Anthony Flack
Member, National Council on Disability

Mr. T. Gerald Hayes
Council Member, State Council on Disability

Ms. Margaret Chase Hager
Member, National Council on Disability

The Honorable Sidney Holbrook
Connecticut State Representative

Mr. Michael Huggler
Ingham County Chief Deputy Treasurer

Mr. Robert Kelly
Board Member, U.S. Architectural and Transportation Barriers Compliance Board

Mr. Costa N. Miller
Executive Director, Indiana Association of Rehabilitation Facilities

Mr. Robert Muller
President, National Roundtable on Corporate Development for Americans with Disabilities

Dr. Russell P. Pavich M.D.
Member, RNC Disability Council

Mr. Teddy Pendergrass
Founder, Teddy Bear Enterprises

Ms. Peggy Pinder
Second Vice President, National Federation of the Blind

Mr. Robert Powell
Vice President, National Right to Life

Mr. R. Jack Powell
Executive Director, Central Florida P.V.A

Mr. Russell Redenbaugh
Chairman of the Board, High Technology Corporation

Ms. Cara Stewart
Occupational Therapist, Disability Advocate

Mr. Jeff Steinberg
Singer, Entertainer, Disabilities Activist

Ms. Joyce E. Tucker
Commissioner, U.S. Equal Employment Opportunity commissioner

Mr. Edward Uhl-Tessier
Board Chair, Disability Community Center

Mr. Michael B. Unhjem
Member, National Council on Disability

Mr. James Upper

Ms. Meredith A. Whiting
President, Whiting & Company

Mr. Raymond C. Wolfert
Member, RNC Disability Council

JUSTIN DART, JR.
907 6TH STREET, S.W., APT. 516C
WASHINGTON, D.C. 20024
202-488-7684 (H)

I am honored to serve as Co-chair of the Bush-Quayle '92 Disability Coalition. President Bush kept his promise to support, sign and implement the Americans With Disabilities Act. This landmark, world-first law will lead to jobs and dignity for millions of people with disabilities, new customers and profit for business, and lower welfare costs for governments. The President set a record for empowering people with disabilities in his Administration. He presided over the end of the cold war and the supremacy of democracy throughout the world, paving the way to focus our human and economic resources on quality of life.

THE FUTURE - FULFILLING THE PROMISE OF ADA. The President will continue to work with the disability community to complete the edifice of empowerment, with the ADA at its foundation. President Bush knows that the ADA is a promise yet to be fulfilled in terms of real life equality, jobs, and prosperity for all Americans with Disabilities. He knows that it cannot be fulfilled simply by spending more money on traditional paternalistic programs that segregate services for people with disabilities. The President will provide aggressive leadership in developing empowerment initiatives that enable all Americans to take responsible control of their own services and destinies, to increase their productivity, to obtain good jobs, and to live lives of dignity and quality.

PROMISES OR RESULTS? More than any other President in history, George Bush has been a leader in elevating perceptions of people with disabilities from pitiful candidates for paternalistic charity to fully adult Americans with potential to be fully productive participants in the mainstream of our society. Unlike his opponent, he refuses to treat us as children, to tell us that he can solve our problems for us. Instead, he has extended the hand of partnership and empowerment. He has made fewer promises than his opponent, but offers a record of historic achievement.

AN ONGOING COMMITMENT. In his first acceptance speech at the New Orleans Republican National Convention on August 18, 1988, George Bush said "I am going to do whatever it takes to make sure that people with disabilities are included in the mainstream. For too long they've been left out. But they're not going to be left out any more." He continues that commitment today. Working with President Bush and his Administration, look what we together have achieved.

A PERSONAL NOTE. The bottom line is this. I know on a very personal basis that George Bush has laid his political career on the line for my right, and the right of my 43 million colleague citizens with disabilities, to be treated as adult human beings. He has been subjected to enormous pressure by powerful lobbies not to support, not even to mention, the ADA. Ahead or behind in the polls or the fund raising, he has never waived. He has demonstrated a depth of commitment to principle that transcends politics. He has shown a quality of the heart and the soul that is beyond explanation in a brochure. When your life is on the line, when the American dream for your children is on the line, you'll be glad that President Bush is there.

BRIEFING PAPER

Issues Office

September 20, 1992



PRESIDENT BUSH MEETING THE NEEDS OF AMERICANS WITH DISABILITIES

"I am going to do whatever it takes to make sure the disabled are included in the mainstream. For too long they've been left out. But they're not going to be left out anymore."

President George Bush
August 18, 1988

"[The Americans with Disabilities Act] will ensure that people with disabilities are given the basic guarantees for which they have worked so long and so hard. Independence, freedom of choice, control of their lives, the opportunity to blend fully and equally into the rich mosaic of the American mainstream."

President George Bush
July 26, 1990

Summary: Empowering Disabled Americans, Enriching America

- o President Bush has long recognized that Americans with disabilities constitute a rich, yet too often untapped, national resource. He believes that each American should have an equal opportunity to be a fully participating, productive member of society.
- o President Bush was the leading force in the passage of the Americans with Disabilities Act (ADA), a landmark piece of civil rights legislation that will extend to an estimated 43 million disabled persons new protections from discrimination in employment, public services, public accommodations and transportation.
- o With his signing of the ADA on July 26, 1990, and his leadership in additional programs and initiatives empowering persons with disabilities, the President has kept his commitment to ensure full participation in our society by the disabled community.
- o The President's signing of the ADA marked the world's first declaration of equality for people with disabilities, and made America the world leader on this issue.

- o President Bush is firmly committed to enforcing the ADA and other disability laws, and to employing qualified people with disabilities in the federal government.
- o The Bush Administration has developed programs and policies that promote independence and productive involvement of people with disabilities in education, housing and health care.

Civil Rights -- The ADA

- o The ADA provides to persons with disabilities:
 - Protection from discrimination by employers covered by the Act;
 - Access to public accommodations such as restaurants, hotels, shopping centers and offices;
 - Expanded access to transportation services;
 - Equivalent telephone services for people with speech or hearing impediments.
- o The ADA got its start with the 1986 Report of the National Council on Disability. In the report, "Toward Independence," the Council proposed broad legislation to expand federal civil rights laws to include Americans with disabilities. Then-Vice President Bush accepted the Report on behalf of the Reagan Administration.
- o During the 1988 Presidential campaign, then Vice-President Bush endorsed the need for legislation to extend to people with disabilities the same basic opportunity rights that are afforded to women and minorities.

Employment

- o The ADA prohibits discrimination against qualified persons with disabilities, and requires employers to make reasonable accommodations for qualified applicants of employees, unless it would cause undue hardship.
- o The Rehabilitation Act requires States to set up vocational rehabilitation agencies to identify a disabled person's needs, promote or purchase rehabilitation services, provide job counseling and training, and aid in finding employment.
- o The President's Committee on Employment of People With Disabilities helps fund the Job Accommodation Network (JAN), an "800" telephone service that provides information and referrals on how people with disabilities can be helped by specific job accommodations.

- o The General Services Administration (GSA) helps the employing agency identify appropriate electronic equipment to aid the disabled federal employees. For example, talking and Braille computers are available to visually impaired workers.

Women with Disabilities

- o In recent years, more women with work disabilities have joined the labor force, rising from 23.5 percent in 1981 to 27.5 percent in 1988. Women with work disabilities are also increasingly likely to be employed full-time. The ADA protects these women against discrimination and assures them improved access to public accommodations, transportation, telecommunications, and government services.
- o To ease the personal isolation of young women with disabilities and to help them achieve self-sufficiency, innovative programs like the Networking Project for Disabled Women and Girls, which was recently initiated in Philadelphia, bring physically disabled girls together with disabled women who are active in a broad range of careers.

Children and Education

- o In 1991, President Bush signed the Individuals With Disabilities Education Act (IDEA) Amendments, strengthening the laws ensuring that all children with disabilities have a free, appropriate public education designed to meet their unique needs. For FY 1993, the President's budget proposes \$2.1 billion for Part B of the Individuals with Disabilities Act, which includes the Grants to States program supplementing the education of 4.6 million children.
- o IDEA also supports State efforts to coordinate comprehensive interagency programs of early intervention services to all children up to two years of age who have disabilities or are "at risk" of having developmental delays. The President's FY 1993 budget proposes \$181 million for the Infants and Families program and these grants help States coordinate activity with 18 Federal programs, including Medicaid, that provide billions of dollars for needed services.
- o Under IDEA, States would receive \$320 million for additional services to an estimated 380,000 pre-school children.
- o Funding for all IDEA programs for children with disabilities has increased 50 percent since 1989.

Public Accommodations, Government Services, Transportation, and Telecommunications

- o The ADA requires access to a broad range of places of public accommodation, State and local government services, public and private modes of transportation, and telecommunications systems.
- o In his FY 1993 Budget, President Bush ensured that funds would be available to meet ADA enforcement needs, including the hiring of additional Justice Department and Equal Employment Opportunity Commission employees.
 - This budget request includes a \$32 million increase in the EEOC budget, and the creation of an ADA technical assistance fund to provide technical assistance in complying with the ADA.
- o The ADA requires every public entity which operates a fixed route bus system to purchase only new buses or rail vehicles that are readily accessible to and usable by individuals with disabilities.
- o Intercity and commuter rail will be required within five years to provide at least one passenger car per train that is readily accessible to individuals with disabilities. Train stations are to be made accessible within 30 years, with the requirement for commuter, rapid, and light rail limited to key stations.
- o The ADA requires closed captioning of public service announcements produced or funded by the Federal government.
- o Telephone companies must provide, to the extent possible, relay services allowing hearing- or voice-impaired people to place and receive calls from ordinary telephones.

Housing

- o In 1991, the President signed into law the Fair Housing Amendments Act which prohibits discrimination in housing. This legislation provides Americans with disabilities the same freedom to choose their places of residence as other citizens.

Health Care

- o The ADA requires access to medical providers and facilities, and severely restricts differential treatment of disabled people by health and other insurers.

- o The President's Comprehensive Health Reform Plan would further enhance access to affordable health insurance for people with disabilities, and in particular would address the problem confronted by many people with disabilities who are denied health insurance due to pre-existing conditions.
- o The Bush Administration supported establishment of a new National Center for Medical Rehabilitation Research at the National Institutes of Health. The new Center is conducting important research on the health care and rehabilitative needs of people with disabilities.

Family Support

- o President Bush has proposed to restore the tax credit for adoption of children with special needs, and to double the amount of the credit from \$1,500 to \$3,000.
- o In 1991 President Bush signed the bill reauthorizing the Individuals with Disabilities Education Act which insures that all children with disabilities have a free, appropriate education that meets their unique needs. This education helps prepare students with disabilities for special challenges they will face in the future and relieves families of special education costs.

Veterans with Disabilities

- o The President has developed several initiatives to benefit disabled veterans including establishing a national toll-free hotline to assist veterans who were exposed to radiation during their military service, and improving compensation for various veterans' illnesses related to war.
- o President Bush has expanded veterans' benefits, signing into law a comprehensive benefits package for veterans of the Persian Gulf War and implementing a series of new employment and educational programs designed to assist veterans.
- President Bush proposed \$12.3 billion in fiscal year 1992 to fund compensation payments for some 2.2 million disabled veterans. For FY 1993, the President proposed another \$12.3 billion for the payment of compensation, pensions and burial benefits to veterans and survivors. Compensation is also paid to veterans for disabilities incurred in or aggravated during military service.

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FACT SHEETS

- PRESIDENT BUSH'S
AGENDA FOR AMERICANS
WITH DISABILITIES
- CHAMPIONING THE RIGHTS
OF DISABLED AMERICANS

Bush - Quayle '92 Coalitions - National Steering Committee - Alpha by LName

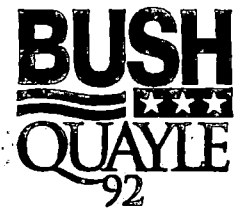
ID #	Last Name	First Name	MI	Organization	Address	City	ST	ZIP	Business Phone	Home Phone	Fax
20	Burtlett	Steve		City of Dallas	1500 Marilla	Dallas	TX	75201	214-670-4054	- -	- -
1191	Butavia	Andrew	I.	Abt Associates	700 Seventh Avenue SW	Washington	DC	20024	301-913-0531	202-863-2783	310-652-7530
2923	Bostain	Dyanne		University of Virginia Hampton Roads	508 Bunker Drive	Virginia Beach	VA	23462	804-552-1890	804-473-0288	804-552-1898
1197	Brown	Larry		National Council on Disability	12004 Piney Glen Lane	Potomac	MD	20854	703-442-6726	301-299-9188	703-442-6868
533	Carney	Nell	C.	Rehab. Services Administration	330 C Street, S.W.	Washington	DC	20202	202-720-5482	- -	202-205-9874
1750	Chavez	Richard		Educational Designs Institute	6620 Telegraph Road	City of Commerce	CA	90040	213-726-2372	213-695-1718	213-887-0124
59	Clark	Allen		Veterans Liaison and Program	810 Vermont Ave., N.W.	Washington	DC	20420	202-535-7810	703-204-0571	202-535-8293
2921	Coklwell	Cameron		New Life Communications	7509 Leah Drive, N.E.	Albuquerque	NM	87110	- -	505-883-8257	- -
1425	Crowder	Rick	E.	Travelin' Talk	P.O. Box 3534	Clarksville	TN	37043	615-552-6670	615-358-3272	615-552-1182
63	Culwell	Don	H.	Reclamation, Inc.	Route 4, Box 254	Blanco	TX	78606	512-833-4946	- -	- -
2736	Dandrow	Ann		30th District	10 Annelise Avenue	Southington	CT	06489	203-240-8787	203-621-5660	203-240-0207
70	Dart	Justin	W.	President's Committee on Employment	907 6th Street, SW, Apt. 516C	Washington	DC	20024	202-488-7684	202-488-7625	202-863-0010
327	Davila	Robert	R.	Off. of Special Ed. & Rehabilitative Svcs	330 C Street S.W.	Washington	DC	20202-2500	202-205-5465	- -	202-205-9252
72	Day	Osborne	A.	Osborne Day Associates	1400 20th St., NW	Washington	DC	20036	202-466-6789	202-966-1482	202-296-3862
2019	Deland	Michael		Council on Environmental Quality	OEOD, Room 154	Washington	DC	20500	202-395-5080	- -	202-395-7329
893	Dragonette	Joseph		Joseph Dragonette, Inc.	303 East Wacker Dr., Suite 218	Chicago	IL	60601	312-565-4300	312-565-5383	312-565-2842
2891	Earcason-Tuda	Joni		Joni & Friends	P.O. Box 3333	Agoura Hills	CA	91301	818-707-5664	818-884-3940	818-707-2391
3503	Edmunds, Jr.	Fritz			11715 W. 101 Street	Overland Park	KS	66214	913-894-1000	- -	913-894-1002
2904	Evert	Mary		The American Occupational Therapy Association, Inc.	6434 Tucker Avenue	McLean	VA	22101-5265	703-356-5031	703-356-5031	703-847-6461
1169	Fluck	Anthony		National Council on Disability	1216 Foxboro Court	Norwalk	CT	06851	203-847-6803	- -	- -
102	Frieden	Lex		The Institute for Rehabilitation and Research	3634 N. Bracewood Blvd.	Houston	TX	77025	713-797-5283	713-666-9482	713-666-6556
442	Gerry	Martin	H.	Planning and Evaluation, DHHS	8308 Carlebrook Dr.	Bethesda	MD	20817	202-690-7858	301-469-6578	202-690-7383
561	Graves III	William	H.	NIDRR, OSERS	400 Maryland Ave., S.W.	Washington	DC	20202	202-205-8134	- -	202-205-8997
1146	Hager	John		American Tobacco	4600 Sulgrave Rd.	Richmond	VA	23221	804-751-2629	804-355-6210	804-751-2380
292	Hager	Margaret	C.	National Council on Disability	4600 Sulgrave Road	Richmond	VA	23221	- -	804-355-6210	804-751-2380
1120	Hayes	T. Gerold		Minn. State Council on Disability	5560 Shore Road	Excelsior	MN	55331	- -	612-474-5924	- -
3505	Holbrook	Sidney			Spencer Plains Road	Westbrook	CT	06498	- -	- -	203-240-0207
2918	Huggler	Michael			P.O. Box 215	Mason	MI	48854	517-676-7220	- -	- -
464	Jennigan	Kenneth		National Federation of	1800 Johnson St.	Baltimore	MD	21230	410-659-9314	- -	410-685-5653
2281	Kelly	Robert	T.	U.S. Architectural & Transportation Barriers Compliance Board	8501 N.W. 8 Street	Miami	FL	33126	305-264-9291	305-264-9291	- -
1759	Kemp	Even		Equal Employment Opportunity	1801 E. Street, N.W.	Washington	DC	20507	202-663-4001	202-337-4119	202-663-4110
375	Mack	Grant		National Industries for the Blind	139 East South Temple	Salt Lake City	UT	84111	801-298-4893	801-277-0367	801-355-0306

Bush - Quayle '92 Coalitions - National Steering Committee - Alpha by LName

ID #	Last Name	First Name	MI	Organization	Address	City	ST	ZIP	Business Phone	Home Phone	Fax
170	Mansfield	Gordon		U.S. Dept. of Housing and	451 Seventh St., S.W.	Washington	DC	20410	202-708-4252	703-660-8567	202-708-4483
172	Marge	Michael		Syracuse University	805 S. Crouse Avenue	Syracuse	NY	13244	315-443-9643	315-446-3660	315-443-3289
181	Milbank	Jeremiah		The J.M. Foundation	60 East 42nd St., Suite 1644	New York	NY	10165	212-351-5964	-	212-697-5495
1228	Miller	Costa	N.	Indiana Association	615 North Alabama St., Suite 105	Indianapolis	IN	46204	317-634-4957	317-545-1526	317-634-3221
1168	Mobley-Collins	Mary Ann		National Council on Disability	2751 Hutton Dr.	Beverly Hills	CA	90210	310-271-7365	-	310-271-6917
191	Muller	Robert	S.	Human Resources	P.O. Box 1967	Grand Rapids	MI	49501-1967	616-247-3297	616-531-0492	616-246-4608
201	Parrino	Sandra	S.	National Council on	123 Marlborough Rd.	Briarcliff Manor	NY	10510	914-941-3334	914-941-4667	914-941-6667
3504	Pavich	Russell	P.		200 South 7th Street	Eunice	LA	70535	318-457-1599	318-546-0494	-
2740	Pendergrass	Teddy		Teddy Bear Enterprises, Inc.	P.O. Box 975	Bala Cynwyd	PA	19004-0975	215-667-7744	-	215-667-1985
494	Pinder	Peggy		National Federation of the Blind	814 4th Ave., Suite 200	Griencell	IA	50112	515-236-3366	-	-
209	Powell	R. Jack		ADA Management Systems, Inc.	21000 Sunnycres Rd.	Gaithersburg	MD	20882	301-977-8425	301-977-8492	301-977-9362
1384	Powell	Robert		National Right to Life	208 Barracuda Avenue	Galveston	TX	77550	409-766-4658	409-762-8843	409-766-4662
				Committee							
210	Premo	Brenda			8 Pinache Ct.	Sacramento	CA	92838	916-323-0595	916-923-5107	916-327-6919
882	Redenbaugh	Russell		Cooke Bieler Inc.	631 Pine Street	Philadelphia	PA	19106	215-567-1101	215-238-8894	-
3435	Steinberg	Jeff		Masterpiece Group	P.O. Box 1055	Pottsville	PA		800-360-5333	800-360-5334	-
2922	Stewart	Cara			7214 Newcut Road	Kingsville	MD	21087	410-592-5625	410-592-5625	410-592-5652
250	Tainter	William		Dept. of Rehabilitation	830 K Street Mall	Sacramento	CA	95814	916-445-3971	916-372-1752	916-327-6919
522	Thornburgh	Ginny		Religion and Disability Program	910 16th Street, N.W., Suite 600	Washington	DC	20006	202-293-5960	202-462-8693	202-293-7999
3436	Tucker	Joyce	E.	U.S. EEOC	5901 Mount Eagle Drive	Alexandria	VA	22303	202-663-4081	-	202-663-4108
2890	Uhl-Tessler	Edward			P.O. Box 294	Claremont	CA	91711	-	714-624-2115	-
1749	Unhjem	Michael	B.	National Council on Disability	4510 13th Ave., SW	Fargo	ND	58121	701-282-1327	-	701-282-1866
2919	Upper	Jim			2403 Old Sawmill Blvd.	Doublin	OH	43017	-	614-764-9570	-
262	Waldrep	Kent		National Paralysis Foundation	14651 Dallas Parkway	Dallas	TX	75240	214-387-2873	214-248-3179	214-387-2880
1037	Whiting	Meredith	A.	Whiting and Company	1113 M St., N.W.	Washington	DC	20005	202-371-8126	-	202-842-3867
80	Wolfert	Raymond	C.		623 S. Pine St.	Brea	CA	92621	714-529-6030	-	-

BACKGROUND

Issues Office



September 17, 1992

PRESIDENT BUSH'S AGENDA FOR AMERICANS WITH DISABILITIES

The Bush Administration is firmly committed to empowering people with disabilities in all aspects of their lives. Two years ago, President Bush kept his promise to the disability community when he supported, signed and implemented the Americans With Disabilities Act (ADA), the first comprehensive civil rights law for people with disabilities by any nation. He has appointed, and will continue to appoint, people with disabilities to high-level positions in his Administration. In his next term, President Bush will expand his commitment to make every aspect of our society accessible to people with disabilities and to ensure that they have the opportunity to participate fully in the mainstream of society.

Americans With Disabilities Act:

- o The President will continue to work with the disability community, business, and government at all levels for the full and harmonious implementation of the ADA with minimal litigation, expense, and intrusive regulation, and maximal benefit to Americans with disabilities according to the 1990 schedules and regulations.

Education:

- o In the first term, the President signed the Individuals With Disabilities Education Act Amendments of 1991, strengthening the law that ensures all children with disabilities a free, appropriate education designed to meet their unique needs. The President's America 2000 education strategy will create new opportunities for children and adults with disabilities to learn in the mainstream of society.

Employment:

- o Employment of people with disabilities is among the President's highest priorities for the nation. He has recommended a \$32 million increase in the budget of the EEOC to enforce the ADA, and has ordered all federal agencies to be models of employment for people with disabilities.

Empowerment:

- o The President will continue to empower and support leaders of the disability community by appointing them to policy making positions within his Administration, and within all federal agencies.

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Family Support:

- o The President will continue his efforts to restore and double the size of the tax credit for adoption of children with special needs.

Health Care:

- o The President strongly supports full access to health care for all people with disabilities, with coverage for preexisting conditions and no barriers to employment or to changing employment.

Personal Assistance:

- o The President strongly supports measures that will enable people with disabilities to move out of institutions, to live in their homes and to work. The Department of HHS has established an interagency working group on personal assistance services.

Social Security Disability:

- o The President is committed to removing all remaining disincentives and barriers to work for people with disabilities under the Social Security Disability Insurance and Supplemental Security Income programs.

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TALKING POINTS

Issues Office



August 8, 1992

PRESIDENT BUSH: CHAMPIONING THE RIGHTS OF DISABLED AMERICANS

CHARGE:

- o At a rally celebrating enactment of the Americans with Disabilities Act, Senator Albert Gore said:

"We need a government that does respond to the ordinary citizen for a change and we need what Bill Clinton has pledged, and that is full and complete implementation of the Americans with Disabilities Act."

Gore implied that President Bush should take little credit for passage of the ADA, and that the President might incompletely implement the ADA. Both assertions are false.

TRUTH:

- o President Bush was a leading force in passage of the landmark 1990 Americans with Disabilities Act, the most sweeping civil rights legislation in over a quarter century. Passage of the ADA was a bipartisan effort, supported at every step by the President.
- o On July 12, 1988, speaking before the NAACP, President Bush pledged his "strong commitment" to "ensure the full participation of all Americans in our economy and our government." Through 1989 and 1990, Administration officials worked in consultation with Republican and Democratic members of Congress to fashion legislation to protect disabled Americans. With the signing of the ADA on July 26, 1990 and the beginning of its implementation yesterday, the President has kept his personal commitment to ensure full participation.
- o The Americans with Disabilities Act will extend to the nearly 43 million disabled Americans the same protections and rights enjoyed by every other American. With these protections, every disabled American will be able to participate fully in the social and economic mainstream of American life.

- o In his FY93 Budget, the President ensured that funds would be available to hire Justice Department and Equal Employment Opportunity Commission employees to respond to ADA enforcement needs. This includes a \$32 million increase in the EEOC budget, (an increase of 15%), and creation of an ADA technical assistance revolving fund, to offer employers and others technical assistance in compliance with the ADA.
- o Unfortunately, Congress is yet to approve the President's FY93 appropriation requests, delaying allocation of these funds to expedite compliance. In the absence of technical assistance, some employers like Frank Meeks, owner of 44 Washington-area Domino's Pizza franchises, are unsure what their compliance needs are, and are frustrated over their inability to get adequate information.

What the ADA provides

- o The ADA specifies that a business employing 25 or more people must make "reasonable accommodations" for qualified disabled people seeking a job or a promotion unless the employer can show that the accommodation would put an "undue hardship" on its operations. Businesses with 15 or more employees must comply with the law by 1994.
- o The ADA covers anyone with a mental or physical impairment that limits a major life activity. Employment decisions must be based on the abilities of individual applicants or employees, and not on the basis of presumptions or generalizations about what individuals with disabilities can or cannot do.
- o A company still has the right to hire the most qualified applicant who fits the job description. The ADA ensures that individuals, rather than groups of individuals are protected, so that each individual has the fullest opportunity to participate in American society. The Americans with Disabilities Act does not impose, nor will it result in, hiring quotas.

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FACT SHEET

Issues Office



August 5, 1992

EXPANDING OPPORTUNITY FOR ALL AMERICANS

"I believe in an America where we measure success not in dollars and lawsuits -- but in opportunity, prosperity and harmony. I believe in the ideals we all share -- ideals that made America great: decency, fairness, faith, hard work, generosity, vigor, and vision."

-- President George Bush
November 21, 1991

The President's Philosophy: Create Opportunity

- o George Bush believes that with opportunity, hard work, faith, vigor, and dedication will allow every American to achieve their God-given potential; civil rights laws must provide the opportunity to make that dream possible.
- o President Bush has worked personally to ensure each American has an opportunity to achieve their full potential. As a young man, George Bush walked door-to-door collecting donations for the United Negro College Fund. As a Congressman, George Bush faced down constituents angry with his support of the 1968 Fair Housing Act.
- o The President has opposed so-called civil rights proposals that would divide the nation by forcing hiring quotas or pitting one group of Americans against another. In the President's view, the cause of civil rights is trivialized when laws are used to ration opportunity among groups, rather than to make opportunity real for each individual.

Expanding and Preserving Opportunity

- o The Americans with Disabilities Act -- For too long, disabled Americans have been denied the opportunity to achieve their full potential. Under the President's leadership, the Americans with Disabilities Act was proposed, passed and signed into law, extending for the first time the same protections, independence, and opportunity to 43 million disabled Americans now enjoyed by any other American.

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- o The Civil Rights Act of 1991 -- In signing the Civil Rights Act of 1991, the President strengthened legal protections that ensure each American's opportunity to obtain a job.
 - But the President resisted measures that would have escalated the politics of division. In 1990 he vetoed a bill that would have forced the use of hiring quotas. In 1991, the President again fought proposals that would have forced employers to adopt quotas merely to avoid the threat of lawsuits.
 - Instead of quotas, the President believes civil rights laws should work along side policies that promote personal responsibility -- like tenant management of public housing and welfare reform -- and self-advancement -- like enterprise zones that create jobs.
- o Strong Enforcement of Civil Rights Laws -- Through enforcement efforts and legislative action, the Administration has pursued civil rights policies that resist the politics of division, seeking instead to pursue efforts that promote opportunity, fairness and individual freedom for all Americans.
 - In fair housing, the Department of Housing and Urban Development has resolved nearly 12,000 of 16,000 outstanding fair housing cases.
 - The Labor Department has obtained the largest settlements for discriminatory practices in the history of the Federal Contract Compliance program. In one case, about 1000 women were awarded \$3.5 million to compensate for discrimination in hiring.
 - Prosecution of hate crimes generated 35 convictions in FY 1990 and another 30 convictions in FY 1991. These convictions represent success rates of 100% and 98% respectively.

President Bush's Urban Renewal Plan

- o The President recognizes the need to rejuvenate our nation's cities and to provide opportunity to hard working, law-abiding urban residents. In the wake of the Los Angeles riots, the President proposed both near-term economic assistance, and a series of longer-term initiatives:
 - to restore safe streets (Weed and Seed),
 - encourage business investment and job creation (enterprise zones, job training),

-more-

Education

- o President Bush believes that the best way to empower disadvantaged Americans and to make the United States more competitive is through education. As a complement to his America 2000 program, he has sought to make higher education accessible to all Americans.
 - o President Bush's Fiscal Year 1993 budget proposes the largest one-year increase in Pell grants in the program's history. More funding would be available for students in income categories up to \$50,000, especially in low- and middle-income categories.
 - o President Bush has had a lifelong commitment to Historically Black Colleges and Universities (HBCUs); as a young man he collected funds for the United Negro College Fund.
 - o He has continued this commitment as President, both by encouraging Federal support for HBCUs and through his moral support for their role in American higher education.
- Federal awards to HBCUs increased from \$776 million in FY1989 to \$888 million in FY1991, or 14.5%.
 - The Bush Administration argued successfully before the Supreme Court that Mississippi has not done enough to remove the vestiges of segregation from its public university system.

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- reform federal programs that encourage dependency (welfare reform),
 - require more personal responsibility (housing and welfare reform), and
 - create new opportunities for personal growth (education reform, including school choice).
- o President Bush responded immediately to the Los Angeles riots. To restore order, he mobilized more than 5,000 National Guardsmen, Marines, and riot-trained Federal law enforcement personnel. The President then focused Administration efforts on providing aid to get business owners and community leaders back on their feet. Federal aid totalled \$1.2 billion.
- o The President went directly to Los Angeles' citizens monitored the situation closely and then went to Los Angeles to learn first-hand about the needs of the area's citizens. Once in Los Angeles, he ordered federal agencies to move quickly to provide food, rental assistance, and temporary jobs for dislocated workers.
- o The President's long-term goals are to address the root cause of urban unrest and to revitalize cities with jobs and investment. His urban agenda will empower every American to achieve, through equal opportunity and hard work, the dignity and economic security they desire. Components of the urban agenda include:
- Weed and Seed, which is winning back inner cities from gangs and drug dealers. The President requested \$500 million for this program in his FY1993 budget.
 - Welfare reform that encourages productive lifestyles and fosters independence.
 - Urban enterprise zones to reinvigorate business activity and to provide jobs in neighborhoods blighted by poverty.
 - Youth jobs that will build a more skilled and more competitive America by tapping into the energy and talent that exists in our inner cities.
 - Home ownership through the HOPE (Homeownership and Opportunity for People Everywhere) initiative to provide low-income Americans with the opportunity to purchase a home, giving them a stake in their communities.
 - Education reform that improves American schools by pursuing a strategy (America 2000) that empowers all parents to choose the best schools available.

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BACKGROUND

September 17, 1992

Issues Office

PRESIDENT BUSH: UNBURDENING AMERICANS

- o **Rightsizing or Big, Bigger, BIGGEST?:** An overweight government serves itself first and the people last. The President's Agenda for American Renewal is strong medicine for a bloated bureaucracy. It will: restructure the executive branch by consolidating departments, agencies, and bureaus; continue the President's moratorium on new regulations to relieve the paperwork burden on American businesses and free up capital; allow federal payrolls to be reduced by attrition resulting in 162,000 fewer bureaucrats; and eliminate 246 unnecessary and wasteful programs.
 - Bill Clinton is the bureaucrats' best friend. His "play-or-pay" health care plan will create a national commission of health bureaucracy to set prices and ration care. New health care payroll taxes will force over 50 million Americans from private health insurance into a lower-quality government plan and impose a 10% tax on every American with a job.
- o **Careful or Careless Spending?:** President Bush will launch an all-out war on government spending, giving every taxpayer the power to reduce the Nation's debt and cut out-of-control government spending by checking a box on their tax return. To restore discipline and accountability, the President proposes a Balanced Budget Amendment and the line item veto. To cut the size of government, the President's agenda specifies a 33% reduction in the operating budget of the White House and Congress and a 5% cut in the salaries of top level federal employees. Finally, George Bush wants to help American families meet the costs of raising their children with an across-the-board tax cut. To prevent a deficit increase, the cut will be paid for by the \$132 billion in specific spending cuts the President has already proposed.
 - Clinton wants to increase federal spending by \$220 billion. This doesn't even include the price of his costly health care plan, which would raise the total to \$416.5 billion. And he has singled out only one program for elimination -- honey bee subsidies.
- o **Tax Relief or Tax Burden?:** As a former small businessman, George Bush knows that lower taxes create jobs. The President's Agenda proposes reducing taxes across the board; lowering the capital gains tax; increasing the per child exemption by \$500; providing a 15% investment tax allowance; establishing a \$5,000 tax credit to first-time homebuyers; and establishing a permanent research and development tax credit. Had the President's economic growth package been passed by the Gridlock Congress, 500,000 American jobs would have been created this year alone.
 - Clinton's "Throw Money At It" method of problem solving would require the largest tax increase in history -- \$150 billion. Even with these taxes, Clinton's budget figures still do not raise enough to pay for his spending promises. It is indisputable that his higher income tax rates will reach well into the middle class, cripple America's small businesses, and cost 2.6 million jobs.

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- **ADDITIONAL
BACKGROUND
MATERIAL**

President George Bush

Commitments and Accomplishments

Americans with Disabilities

The landmark Americans with Disabilities Act of 1990 was enacted with Administration support and signed by President Bush on July 26, 1990.

The Americans with Disabilities Act, which President Bush supported and signed into law, ensures that people with disabilities are not excluded from the social or economic mainstream. The ADA will open new doors and enhance career choices for disabled Americans.

The President supports the measures under the Americans with Disabilities Act to ensure that students with disabilities are able to pursue educational and other opportunities freely. The ADA will make real the goals outlined in a 1986 report by the National Council on Disability accepted on behalf of the Administration by then-Vice President Bush.

In 1991 President Bush signed the bill reauthorizing the Individuals with Disabilities Education Act (IDEA) which ensures that all children with disabilities have access to a free, appropriate public education that is designed to meet their unique needs. Programs under IDEA help states to meet the unique educational needs of children with disabilities and to promote their transition from school to post-school activities including post secondary education, vocational training, employment, independent living, and adult services.

- Pass legislation extending to disabled people the same equal opportunity protections afforded women and minorities
- Develop programs and policies that promote independence, freedom of choice and productive involvement [of the disabled] in the social and economic mainstream
- Provide leadership to insure the integration of students with disabilities into all aspects of society
- Develop post-graduation goals for disabled children



Disabilities

Key Issues

The Bush Record:

► *George Bush has a long record of working to support the rights of the disabled.*

--As Vice President, George Bush was one of the first national leaders to reach out to representatives of the **independent living movement**.

--In the winter of 1986, when all White House appointments were canceled due to the tragic explosion of the space shuttle, George Bush **made an exception** to meet with a delegation from the National Council on the Handicapped to discuss the newly-published TOWARD INDEPENDENCE and its historic recommendation for the Americans with Disabilities Act, a historic civil rights law both expanding protections and opening new opportunities for 43 Americans with some form of disability.

► *Strengthening and enforcing anti-discrimination laws are continuing, vital elements in President Bush's efforts to protect the civil rights of all Americans.*

--During the 1988 campaign, George Bush endorsed the concept of developing the Americans with Disabilities Act, and authorized high-level officials of his administration to negotiate the final version. This led to the bill's enactment in 1990.

--He is **fully committed to this historic law** and recognizes that the promise of ADA must be upheld by integrating people with disabilities into the productive mainstream, creating millions of new jobs and customers, more profits for business, an increased tax base and reduced welfare costs.

--At the largest bill signing ceremony ever held in the Rose Garden, 3,000 disability rights advocates heard the President pledge, "I now lift my pen to sign this Americans with Disabilities Act and say, 'let the shameful wall of exclusion finally come tumbling down'".

--His commitment continues. He pledged that the implementing regulations would come out on time. They did.

--George Bush was the **first candidate for President in history** to commit himself on national television and other major campaign activities to the mainstreaming of people with disabilities. He said, "they're not going to be left out any more".

THE VISION STARTS



UNCOMMONLY
OUR COUNTRY, OUR WORK

THE REPUBLICAN PLATFORM

1992

Handicapped persons must be admitted into the mainstream of our society...we pledge continued attention to the problems caused by barriers in architecture, communication, transportation and attitudes. In addition, we realize that to deny education and employment simply because of an existing disability runs counter to our accepted belief in the free enterprise system and forces the handicapped to be overly dependent on others...We advocate the elimination of needless barriers for all handicapped persons.

REPUBLICAN PLATFORM 1976



President Bush signs the Americans with Disabilities Act.

NAFTA removes the incentive to cross the border illegally in search of work.

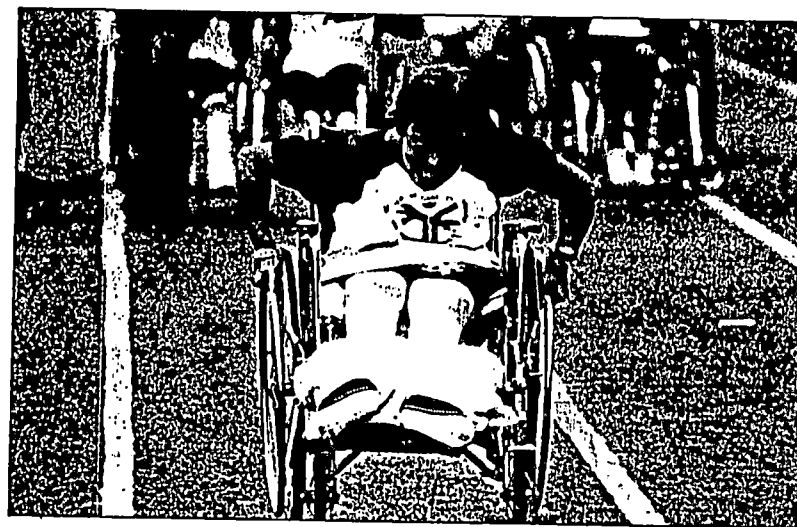
INDIVIDUAL RIGHTS. The protection of individual rights is the foundation for opportunity and security.

The Republican Party is unique in this regard. Since its inception, it has respected every person, even when that proposition was not universally popular. Today, as in the day of Lincoln, we insist that no American's rights are negotiable.

That is why we declare that bigotry and prejudice have no place in American life. We denounce all who practice or promote racism, anti-Semitism, or religious intolerance. We believe churches and religious schools should not be taxed; we defend the right of religious leaders to speak out on public issues; and we condemn the cowardly desecration of places of worship that has shocked our country in recent years.

Asserting equal rights for all, we support the Bush Administration's vigorous enforcement of statutes to prevent illegal discrimination on account of sex, race, creed, or national origin. Promoting opportunity, we reject efforts to replace equal rights with quotas or other preferential treatment. That is why President Bush fought so long against the Democrat Congress to win a civil rights bill worthy of that name.

We renew the historic Republican commitment to the rights of women, from the early days of the suffragist movement to the present. Because legal rights mean little without



opportunity, we assert economic growth as the key to the continued progress of women in all fields of American life.

We believe the unborn child has a fundamental individual right to life which cannot be infringed. We therefore reaffirm our support for a human life amendment to the Constitution, and we endorse legislation to make clear that the Fourteenth Amendment's protections apply to unborn children. We oppose using public revenues for abortion and will not fund organizations which advocate it. We commend those who provide alternatives to abortion by meeting the needs of mothers and offering adoption services. We reaffirm our support for appointment of judges who respect traditional family values and the sanctity of innocent human life.

President Bush signed into law the greatest advance ever for disabled persons: The Americans with Disabilities Act, a milestone in removing barriers to full participation in our country's life. We will fully implement it, with sensitivity to the needs of small businesses, just as we have earlier legal protections for the disabled in federal programs. We oppose the non-consensual withholding of health care or treatment from any person because of handicap, age, or infirmity, just as we oppose euthanasia and assisted suicide.

☆ THE VISION SHARED ☆

We support full access to the polls, and the entire political process, by disabled voters. We will ensure that students with disabilities benefit from AMERICA 2000's new emphasis on testing for excellence and accountability for results.

Promoting the rights of the disabled requires, before all else, an expanding economy, both to advance assistive technology and to create opportunities for personal advancement. That is another reason why Republicans are committed to growth.

We reaffirm our commitment to the Fifth Amendment to the Constitution: "No person shall be...deprived of life, liberty, or property, without due process of law; nor shall private property be taken for public use, without just compensation." We support strong enforcement of this Takings clause to keep citizens secure in the use and development of their property. We also seek to reduce the amount of land owned or controlled by the government, especially in the western States. We insist upon prompt payment for private lands certified as critical for preserving essential parks and preserves.

Republicans defend the constitutional right to keep and bear arms. We call for stiff mandatory sentences for those who use firearms in a crime. We note that those who seek to disarm citizens in their homes are the same liberals who tried to disarm our Nation during the Cold War and are today seeking to cut our national defense below safe levels. We applaud congressional Republicans for overturning the District of Columbia's law blaming firearm manufacturers for street crime.

We affirm the right of individuals to form, join, or assist labor organizations to bargain collectively, consistent with State laws. We support the right of States to enact Right-to-Work laws.

A Republican Congress will amend the Hobbs Act, so that union officials will not be exempt from the law's prohibition against extortion and violence. We call for greater legal protection from violence for workers who stay on the job during strikes.

We support self-determination for Indian Tribes in managing their own affairs and resources. Recognizing the government-to-government trust responsibility, we aim to end dependency fostered by federal controls. Reservations and tribal lands held in trust should be free to become enterprise zones so their people can fully share in the Nation's prosperity. We

☆ UNITING OUR FAMILY ☆

will work with tribal governments to improve education, health, economic opportunity, and environmental conditions. We endorse efforts to preserve the culture and languages of Native Americans and Hawaiians and to ensure their equitable participation in federal programs.

☆ ☆ ☆



July 28, 1992

FOR IMMEDIATE RELEASE

For more information, contact:
JOE FLEMING, (713) 737-1500

REPUBLICAN CONVENTION FULLY ACCESSIBLE TO DISABLED PARTICIPANTS
Programs in Braille. Signers Planned

HOUSTON -- With 20 days until the Republican Convention begins, officials announced today the event will be fully accessible to disabled participants and will comply with the landmark Americans with Disabilities Act (ADA).

"President Bush was the driving force behind the passage of the Americans with Disabilities Act, the most sweeping civil rights legislation in a generation. As the party of inclusion, we are committed to ensuring all participants in our Convention enjoy complete and total access," Convention Manager William D. Harris said.

The Americans with Disability Act, signed into law by President Bush on July 26, 1990, has been hailed as the most sweeping non-discrimination legislation since the Civil Rights Act of 1964. It provides protection for the 43 million Americans who experience some form of disability.

Convention planners have implemented a comprehensive plan which addresses the transportation, communication, and housing needs for disabled participants.

The transportation office has established routes for city buses used in the G*O*Pass system, which will shuttle attendees from their respective hotels to the Astrodome complex. Wheelchair lift-equipped buses will run on all routes two-hours before and after each session. Also, the METRO lift program utilizing lift-equipped vans will be in operation to supplement the bus system.

In addition, participants requiring disability-accessible housing will be lodged in locations deemed by Convention officials to offer complete compliance with the ADA.

--more--

In order to assist individuals requiring visual and audio aids during the Convention, a number of communication measures will be available for use.

For those with hearing disabilities, open-captioning will be broadcast on the in-house video screens used in the Astrodome and closed-captioning will be transmitted over the RNC Network, the gavel-to-gavel satellite feed provided by the Convention.

In addition, sign interpretation and assistive listening devices will be utilized for those with hearing impairments.

Southwestern Bell is providing accessible telecommunications equipment throughout the Astrodomain complex including:

- * Touchtone payphones that are hearing-aid compatible and contain a volume-control device
- * Phones which have a minimum cord length of 29 inches
- * Telecommunications Device for the Deaf (TDD) in the Astrodome, the Astrohall, and the AstroArena
- * Phonebanks which are accessible from either a forward or parallel approach.

Braille and large-print type on Convention-provided printed materials will be available in order to accommodate vision-impaired individuals.

Lex Frieden, Senior Vice President for The Institute for Rehabilitation and Research in Houston, and one of the primary drafters of the ADA legislation, called the Republican's event the "most accommodating Convention in history for people with disabilities."

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ADDITIONAL FACTS ABOUT CONVENTION ACCESSIBILITY

- Real Time Open Captioning, displayed both inside the Dome on the diamond vision screen; existing television monitors and broadcast via the RNC satellite network.
- Pool of 18 sign language interpreters, used both on the floor for delegates and alternates as well as in other areas of the Dome as necessary.
- Utilization of assisted listening devices. The system can be accessed by wearing a special head-set or by using the "T" switch on hearing aids.
- Installation of four TDDs, two of which will become permanent features of the Dome.
- Ramps were installed to provide wheelchair access to any portion of the Dome, including the President's and Vice President's field boxes.
- Designated accessible elevators
- Lift equipped busses and metrorail have been made available for Convention attendees.
- A special lift was installed into the podium to accommodate wheelchair participants onto the stage level.
- Braille text and brochures.
- Sensitivity training was provided to all volunteer, usher and security staff.
- Approximately \$50,000 was spent in accessibility features, raising the accessibility of the Dome complex to a new standard.
- Five speakers with disabilities will participate in the Convention process. In addition to delegates and alternates, over 200 guests and observers with disabilities will take part in Convention events and activities.



Disabilities

Key Issues

The Bush Record:

► ***George Bush has a long record of working to support the rights of the disabled.***

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

July 26, 1990

FACT SHEET

The Americans with Disabilities Act of 1990

The President today signed the Americans with Disabilities Act of 1990, the broadest expansion of the nation's civil rights laws since the Civil Rights Act of 1964.

The legislation extends the framework of Federal civil rights laws that currently apply to women and minorities to the 43 million Americans who have some form of disability. This allows an unprecedented opportunity to bring Americans with disabilities into the mainstream of American life.

The legislation prohibits discrimination in employment, public services, public accommodations, and transportation, and provides for telecommunications relay services.

Background

The Americans with Disabilities Act began with the 1986 report of the National Council on Disability entitled "Toward Independence" which Vice President Bush accepted on behalf of the Administration. The Council proposed broad legislation to expand Federal civil rights laws to include persons with disabilities.

During the 1988 campaign, Vice President Bush expressed his support for legislation to extend to people with disabilities the same basic equal opportunities protections that are afforded to women and minorities. The Vice President also expressed his support for legislation to protect HIV-infected persons from discrimination because of their infection. In his "Building a Better America" address to the Congress on February 9, 1989, the President said, "Disabled Americans must become full partners in America's opportunity society."

The Administration expressed its support for the legislation in Congressional testimony by Attorney General Thornburgh on June 22, 1989. Negotiations between key legislators and the Administration led to an agreement announced by the White House on August 2, 1989.

The Legislation

Employment

The ADA prohibits discrimination against qualified persons with disabilities because of their disability. The prohibition applies to job application procedures, the hiring, advancement, or discharge of employees, employee compensation, job training, and other terms, conditions, and privileges of employment. Employers must reasonably accommodate the disabilities of qualified applicants or employees, unless an undue hardship would result.

Employers with 25 or more employees will be covered when the employment provisions take effect in two years. Two years after that, employers with 15 or more employees will be covered.

The statute explicitly states that individuals who currently engage in the illegal use of drugs are not covered by the bill's protections.

The employment title will be enforced through cases brought before the Equal Employment Opportunity Commission, suits brought by the Attorney General, or through private lawsuits.

Public Services

The ADA prohibits State and local governments from excluding disabled persons from participation in or denying the benefits of services, programs, or activities to disabled persons. Many State and local government activities are already covered by a similar prohibition in the Rehabilitation Act of 1973; the ADA covers all State and local governments and any department or instrumentality of a State or local government.

The ADA requires every public entity which operates a fixed route transit system to purchase only new buses or rail vehicles which are readily accessible to and usable by individuals with disabilities. The ADA also requires public operators of fixed route transit systems to provide paratransit that offers a comparable level of service as is available to individuals without disabilities.

Intercity and commuter rail will be required to provide at least one passenger car per train within five years that is readily accessible to individuals with disabilities. All new rail vehicles and all new rail stations must be accessible. Existing train stations are to be made accessible within twenty years (30 years for rapid and light rail), with the requirement for commuter, rapid, and light rail limited to key stations.

The public services requirements generally take effect 18 months after enactment; buses and rail vehicles ordered beginning one month after enactment must be accessible.

Enforcement will be through complaints lodged with the Department of Justice, Department of Transportation, or other government agency, as appropriate, or through private lawsuits.

Public Accommodations

The ADA broadly defines public accommodations; and includes places of lodging; restaurants; theaters; concert halls; bakeries; grocery stores; clothing stores; shopping centers; laundromats; banks; barber shops; offices of accountants, lawyers, and health care providers; museums; libraries; zoos; homeless shelters; adoption agencies; and golf courses. Private clubs and religious organizations are exempt.

Public accommodations are prohibited from discrimination on the basis of disability in the full and equal enjoyment of goods, services, facilities, privileges, advantages, or accommodations. The prohibition extends to denying participation, offering disabled persons unequal or separate benefits, and requires accommodation of disabled persons in an integrated setting, unless an undue burden results.

In addition, public accommodations are required to remove architectural and communication barriers where removal is readily achievable. New construction and alterations must be accessible. Elevators are required in buildings with three or more stories.

Enforcement of the public accommodations provisions will be through suits brought by the Attorney General, or through private lawsuits.

New over-the-road buses ordered on or after July 26, 1996 (July 26, 1997, for small companies), must be accessible. After completion of a study, the President may extend the deadline by one year, if appropriate.

The public accommodations provisions generally take effect eighteen months after enactment.

Telecommunications

The ADA ensures availability of telecommunications relay services where they are not already available. These services make it possible for an individual who has a hearing or speech impairment and uses a telecommunications device for deaf persons (TDD) or similar terminal to communicate with a hearing individual who does not use such a device. TDD or terminal users will dial the relay service; the relay service will in turn dial the non-TDD user and repeat the TDD user's message aloud and type the response for the TDD user. The same service is available for voice telephone users who wish to call persons using TDD's. These provisions will be enforced by the States and the Federal Communications Commission.

The ADA also requires closed captioning of public service announcements produced or funded by the Federal government. Telecommunications services for speech or hearing impaired persons are to be in place 36 months after enactment.

#



Disabilities
Key Issues

The Bush Record:

► *George Bush has a long record of working to support the rights of the disabled.*

—As Vice President, George Bush was one of the first national leaders to reach out to representatives of the independent living movement.

—In the winter of 1986, when all White House appointments were canceled due to the tragic explosion of the space shuttle, George Bush made an exception to meet with a delegation from the National Council on the Handicapped to discuss the newly-published TOWARD INDEPENDENCE and its historic recommendation for the Americans with Disabilities Act, a historic civil rights law both expanding protections and opening new opportunities for 43 Americans with some form of disability.

► *Strengthening and enforcing anti-discrimination laws are continuing, vital elements in President Bush's efforts to protect the civil rights of all Americans.*

—During the 1988 campaign, George Bush endorsed the concept of developing the Americans with Disabilities Act, and authorized high-level officials of his administration to negotiate the final version. This led to the bill's enactment in 1990.

—He is fully committed to this historic law and recognizes that the promise of ADA must be upheld by integrating people with disabilities into the productive mainstream, creating millions of new jobs and customers, more profits for business, an increased tax base and reduced welfare costs.

—At the largest bill signing ceremony ever held in the Rose Garden, 3,000 disability rights advocates heard the President pledge, "I now lift my pen to sign this Americans with Disabilities Act and say, 'let the shameful wall of exclusion finally come tumbling down'".

—His commitment continues. He pledged that the implementing regulations would come out on time. They did.

—George Bush was the first candidate for President in history to commit himself on national television and other major campaign activities to the mainstreaming of people with disabilities. He said, "they're not going to be left out any more".

July 30, 1992

REASONS TO VOTE FOR GEORGE BUSH

LEADERSHIP

President Bush is a decorated war hero and a proven, experienced leader.

- George Bush is a decorated war hero — at the time, the youngest naval pilot in history.
- As a young businessman, George Bush took a risk, met a payroll, and co-founded a successful company, Zapata Petroleum.
- As a Houston congressman, George Bush demonstrated that "conservative" meant compassionate as he supported Open Housing legislation.
- As Republican National Committee Chairman, George Bush guided the Republican Party through its toughest days.
- As United Nations ambassador, George Bush faced down America's enemies in a hostile forum.
- As Liaison Officer to the People's Republic of China, George Bush handled the new and fragile relations between two powerful and fundamentally different nations.
- As Director of the Central Intelligence Agency, George Bush helped rebuild a demoralized agency while strengthening American intelligence capabilities.
- As Vice President, George Bush:
 - Faced down El Salvadoran death squads.
 - Was intimately involved in securing placement of the Pershing II Missiles in Europe.
 - Headed the South Florida Task Force and the Administration's efforts to reform burdensome regulations.

President Bush is preparing America for the 21st century.

- His continued leadership means jobs and stronger, more prosperous families secure in their communities and in the world.

A vote for President Bush is a vote for traditional family values.

- President Bush shares the traditional family values Americans hold dear.
 - He believes in safe crime-free neighborhoods and the death penalty.
 - He recognizes the sanctity of human life and supports adoption as an alternative to abortion.
 - He is revitalizing education through *his America 2000* strategy to revitalize America's educational system through parental choice, local control and accountability, and schools that, while teaching the basics well, develop better, more productive methods of education.

President Bush's policies are helping us protect and nurture our families and raise our children well.

- He believes in traditional family values.
- His programs help our communities fight crime.
- His reforms are making our children the best-educated in the world — and our workers the most productive.

President Bush wants to empower people, not government.

- His programs offer hope, opportunity and jobs for all Americans, and empower people — not government — to make the important choices in life.

President Bush is the world's foremost statesman.

- He is leader of the world's only superpower.
- Unlike his opponent, he understands both the dangers and the opportunities of this world in which we live.

Thanks to President Bush, Americans are safer today.

- Because Presidents Reagan and Bush ended the Cold War, we no longer live in fear of nuclear war — and more of the world's people are free today than at any time in history.

JOBS AND THE ECONOMY

A vote for President Bush is a vote for prosperity.

- Thanks to President Bush's policies, inflation and interest rates are at their lowest levels in more than two decades. Consumer-based inflation was only 3.1 percent in 1991 — the second lowest rate since 1967 — and is expected to be even lower this year.

President Bush will hold the line on new taxes. Clinton will not.

- President Bush learned that Congress cannot be trusted to honor its word. Last March, the Democrat leadership reneged on their promise and tried again to raise taxes. President Bush stopped them dead in their tracks with a veto.

A more prosperous America — the Misery Index cut in half

- When the Democrats last controlled the White House, the Misery Index (inflation rate + unemployment rate) was 20.5. Last year, it was only 10.8.

A vote for President Bush is a vote for more jobs.

- More than 600,000 new jobs will be created this year because President Bush forced Congress to pass the \$151-billion 1991 Surface Transportation Act to build and repair highways, roads and bridges.
- More than 500,000 new jobs will be created if Congress enacts President Bush's economic growth plan, which includes a cut in the capital gains tax and an investment tax allowance.

A vote for President Bush is a vote for free trade and jobs.

- President Bush believes open markets and free trade mean jobs for American workers.
 - Jobs related to international trade have grown three times as much as those created at home.
- The President believes protectionist policies would take America back to the dark days of Smoot-Hawley, which deepened and lengthened the Great Depression of the 1930s.
- Thanks to President Bush's leadership, America regained its title as the world's leading exporter of goods and services, exceeding both Germany and Japan.
 - In 1991, America sold \$422 billion in merchandise to foreign markets, an all-time high and \$28 billion more than the previous year.

- Exports accounted for nearly 70 percent of America's economic growth between 1988 and 1990.
- President Bush is breaking down barriers to international trade with Canada and Mexico. He wants to create hundreds of thousands of new export-related jobs through a North Atlantic Free Trade Agreement (NAFTA).

Thanks to President Bush, the American farm economy is strong.

- Debts are down, assets up. The future is bright.
- Over the last three years, the value of American farm exports has been at the highest level in nearly a decade, the second-highest in history.
- Forecasts are that American farm exports in fiscal 1992 will rise \$1.5 billion over fiscal 1991 levels.
- The successful conclusion of the Uruguay Round of the General Agreement on Tariffs and Trade (GATT) is the President's Number One trade priority, with agriculture as a critical component.

President Bush fights excessive regulation.

- President Bush spurred economic growth and created new jobs through a seven-month halt on new federal regulations, which in the first three months alone saved consumers as much as \$20 billion — up to \$300 a year for the average American family — and is helping small businesses to grow and create new jobs without sacrificing health and safety.
- Is saving lives and billions of dollars by accelerating the approval process to make "breakthrough" drugs available sooner to patients with life-threatening and serious illnesses, such as AIDS, Alzheimer's disease, depression and cystic fibrosis.
- Is pressing for sweeping reform of the civil justice system to ease the enormous costs and burden of litigation in federal courts.
- President Bush's initiative will lower litigation costs and discourage frivolous lawsuits, all of which result in a hidden "lawyer's tax" passed on to consumers.

STRONG FAMILIES, SECURE COMMUNITIES

A vote for President Bush is a vote for revitalized education.

- **George Bush is the education President.**
 - He is investing in America's children because they are the future of this country. Education is our best anti-poverty program, our strongest defense program, and our most effective trade program.
 - President Bush's *America 2000* education strategy has been embraced by more than 1,100 communities in 43 states.
 - The key to President Bush's *America 2000* education strategy is parental choice — parents sending their children to public, private or religious schools of their own choosing.
 - President Bush proposed a "GI Bill for Children" — \$1,000 *scholarships in parents' hands* to make choice real for half a million kids just as the World War II GI Bill helped veterans attend colleges of their own choice.

President Bush is expanding Head Start program to record levels.

- President Bush doubled funds for Head Start and is proposing the largest increase in the program's history — \$600 million for fiscal 1993 over the present \$2.2 billion budget — to help a total of 780,000 needy children.

President Bush is tough on crime.

- President Bush is demanding that Congress pass his anti-crime bill for a federal death penalty for heinous crimes; reform of *habeas corpus* to reduce repetitive and trivial appeals that delay justice by clogging the courts; and reform of the exclusionary rule so criminals can no longer escape justice through legal loopholes.
- President Bush believes a prison term must be determined by the severity of the crime, not by the availability of prison space.
- President Bush fought for a new law stiffening punishment for criminals who use guns in committing crimes.

- President Bush won a landmark Supreme Court victory that now permits the family of a murder victim to testify before sentencing about the impact of the crime on them.

President Bush is winning the war on drugs.

- President Bush's National Drug Control Strategy - interdiction, enforcement, prevention, education, treatment and international efforts - has cut overall drug use by 13 percent for all Americans, and by 27 percent for adolescents, the most important group in the fight against drugs.

- "Occasional" cocaine use has dropped by 29 percent, and adolescent cocaine use fell by more than 60 percent. [Source: Office of National Drug Control Policy]

President Bush's environmental record is second to none.

In the Bush presidency, environmental protection is stronger than ever. Whether measured by cleaner air or tougher enforcement, President Bush is at the forefront of the toughest environmental laws in the world.

President Bush believes that environmental laws must be aggressively enforced and that polluters must pay for the damage they do to our environment.

- **Clean Air Act.** President Bush proposed and fought successfully for the first major rewrite of the Clean Air Act, which had been stalled in Congress for 13 years. It will cut toxic air pollution by 90 percent, reduce acid rain by half, and reduce urban smog.
- **Protected ozone layer.** President Bush led the world to an international agreement to phase out by the year 2000 substances that harm the ozone layer of the atmosphere.
- **Banned off-shore drilling in sensitive areas.** President Bush ordered a moratorium until after the year 2000 on off-shore oil and natural gas drilling for 99 percent of California's coast and the entire coasts of southern Florida, New England, Washington and Oregon.
- **Saved American jobs at Rio summit.** President Bush saved thousands of American jobs by refusing to sign the biodiversity treaty because it would have harmed America's fast growing biotechnology industry. He also refused to agree to binding targets and timetables on carbon dioxide emissions which would have required higher taxes on fossil fuels.

A vote for President Bush is a vote for equal opportunity, not quotas.

- President Bush has worked personally to ensure all Americans have the chance to achieve their full potential.
 - As a young man, George Bush walked door-to-door to collect donations for the United Negro College Fund.
 - As a Congressman, he faced down angry constituents and threats to his life over his support of the 1968 Fair Housing Act.
- In 1990, President Bush vetoed a bill that would have forced the use of hiring quotas. In 1991, he fought proposals that would have forced employers to adopt quotas to avoid lawsuits.
- Under President Bush's leadership, the Americans with Disabilities Act was proposed, passed and signed into law, extending to 43 million disabled Americans the same protection, independence, and opportunity enjoyed by all other Americans.

President Bush will reform Congress.

- President Bush wants to limit the terms a member of Congress may serve to two in the Senate and six in the House of Representatives.
- The Democrats have controlled longer than Fidel Castro has controlled Cuba -- and both have got to go.

President Bush is fighting for affordable health care for all Americans.

President Bush believes all Americans should be able to purchase basic affordable health insurance through a comprehensive, market-based reform that builds on the strengths of our current system.

The President believes that health-care reform must preserve our system's strengths while correcting its weaknesses and strengthening its incentives for choice, quality and innovation.

President Bush's plan would:

- Make 95 million low- and moderate-income Americans eligible for health insurance coverage.

- Create a transferable health insurance tax credit (certificate) available even to those too poor to file taxes — and large enough to buy a basic health package (\$3,750 for a family).
- Give self-employed workers a full, 100-percent tax deduction for the cost of their health insurance.

President Bush is committed to women's health.

- President Bush increased funding for the prevention of breast and cervical cancer by 24 percent in fiscal 1993 — to a record \$515 million.
- The Bush Administration expanded Medicare to help pay for mammograms. About 5.3 million women are expected to receive these benefits in fiscal 1992.

President Bush is committed to finding an AIDS cure.

- President Bush believes the 1 million Americans infected with Human Immunodeficiency Virus (HIV) deserve care in their times of need and the best our biomedical research can produce. Education and prudence are needed to avoid infection. Those not infected should show compassion for those who are.
- President Bush proposes to spend \$1.2 billion on AIDS research in fiscal 1993 — a 39-percent increase since he took office. More money is being committed to AIDS research than for any disease other than cancer.

A SECURE AMERICA IN A STILL-DANGEROUS WORLD

A vote for President Bush is a vote for security in a still-dangerous world.

- After nine years of negotiations, President Bush signed the historic Strategic Arms Reduction Treaty (START), which cuts the most destabilizing long-range Soviet nuclear warheads in half.
- Building on START, President Bush achieved the most significant arms reduction agreement in history, ending the nuclear nightmare for ourselves and our children.

A vote for President Bush is a vote for against aggression.

- In Operation Desert Storm, President Bush forged an unprecedented international coalition to battle tyranny in the Persian Gulf, proving that naked aggression will not stand. Shaped alliances among both allies and former antagonists to defeat the Iraqi army in a 100-hour land war.

- President Bush made us proud to be Americans.
Showed America's "can do" spirit.

A vote for President Bush brings the Middle East closer to peace.

- President Bush brought about the first face-to-face talks ever held between Israel and all its Arab neighbors.
- President Bush led the repeal of the United Nations resolution equating Zionism with racism.

A vote for President Bush is a vote for democracy.

- With *Operation Just Cause*, President Bush restored democracy to Panamá by capturing and convicting dictator Manuel Noriega for international drug trafficking.

GEORGE BUSH: HE KEPT THE PROMISE OF ADA, EMPOWERMENT AND PEACE

By Justin Dart

Why should someone who cares about people with disabilities vote to reelect President Bush in '92? He kept his promise to sign, support and implement the Americans with Disabilities Act, the first comprehensive civil rights law for people with disabilities by any nation. He set a record for empowering people with disabilities in his administration. He presided over the end of the cold war and the supremacy of democracy in the world, paving the way to focus the earth's human and economic resources on quality of life.

ALL THE WAY WITH ADA! As Vice President, George Bush reached out to the disability community. He was one of the first national leaders to personally dialogue with representatives of the independent living movement. In the winter of 1986, when all White House appointments were cancelled due to the tragic explosion of the space shuttle, he made an exception to meet with a delegation from the National Council on the Handicapped to discuss the newly published TOWARD INDEPENDENCE and its historic recommendation for the ADA. He expressed strong support. During the 1988 campaign, he endorsed the concept of the still developing ADA. He became the first candidate for President in history to commit himself on national TV and in other major campaign activities to the mainstreaming of people with disabilities, "they're not going to be left out any more."

As President George Bush assigned high level members of his administration to participate in negotiating the final version of ADA. He endorsed ADA in 1989 and supported its enactment in 1990 as a real legal mandate for full equality in terms of jobs and access to society. He underlined the urgency of implementing ADA by holding the largest signing ceremony for any law in the history of America, 3,000 disability rights advocates on the South Lawn of the White House. "I now lift my pen to sign this Americans with disabilities Act and say,

let the shameful wall of exclusion finally come tumbling down." He promised that the ADA regulations would come out on time. They did, and they are workable tools for enforcement that is fair to all. He held a White House Rose Garden first birthday ceremony for the ADA, at which he issued a memo requiring all federal agencies to fulfill the spirit of ADA in their employment policies. He promised to sign a non-quota civil rights law that included people with disabilities, and expanded their ADA rights. He did - the Civil Rights Law of 1991.

During the current election campaign a few powerful opponents attacked President Bush for his support of ADA. Would he back down? He has sent several clear messages to the nation. He and Mrs. Bush served as chairs of the February 1 Gala fund raiser for DREDF, the organization that represents people with disabilities to implement ADA. On May 27 he wrote, "The passage of the Americans with disabilities Act marked a great victory for our entire nation....our goal is to make equal opportunity for persons with disabilities a cherished principle in the United States, as well as nationwide policy and practice." During a July 1st CBS This Morning TV interview, The President vigorously endorsed ADA three times. On the July 10th MacNeil-Lehrer News Hour he stated that ADA was one of the most positive American accomplishments of the last four years. He continues to express full support for the Act, and for society wide action to ensure that people with disabilities achieve equal access to the American dream.

EMPOWERMENT, YES! PATERNALISM, NO! Empowerment is the ultimate, the absolutely indispensable affirmative action for disadvantaged minorities. When they are empowered to participate fully in the democratic process, to control their own lives and services, people can achieve equality and prosperity. Without empowerment, paternalism, social injustice and economic disaster are inevitable. George Bush has empowered more authentic disability community leaders in his administration than any previous President -including EEOC Chairman Evan Kemp, PCEPD Chairman Justin Dart, OSERS Assistant Secretary Robert Davila and Deputy Mike Vader, Veterans Affairs Assistant Secretary Allen Clark, Assistant Secretary of HUD for Fair Housing, Gordon Mansfield, RSA Commissioner

Nell Carney, DD Commisioner Deborah McFadden and National Council on Disability Chairperson Sandra Parino. He has not muzzled these people. They have been vigorous advocates for the rights of people with disabilities. It has been common to see them in the front row at disability rights meetings and demonstrations.

On May 18 this year, in the midst of criticism that Evan Kemp had spoken out too sharply against paternalistic telethons, the President reappointed him as Chair of EEOC. Many advocates for disability rights and empowering services have been employed in federal agencies. DREDF and many other disability community organizations and leaders have been funded or employed to participate in the implementation of the ADA.

Vice President Quayle has been a strong supporter of ADA and empowerment. He has consistently reached out to participate in the dialogue and events of the disability community, and has employed disability rights leader George Covington to serve on his staff in the White House.

PEACE! FREEDOM! The President promised to lead for world peace. History's most powerful military empire and police state has collapsed. The cold war is substantially over. The dictator Saddam was beaten in 43 days. The hostages are released. Nuclear disarmament is under way. Democracy is ascendant. What does foreign policy have to do with people with disabilities? Everything! They have traditionally been the first to suffer when democracy is stifled, and when resources go to armaments and wars. Peace will free substantial human and economic resources for investment in productivity and independence. The bloodless termination of the cold war and the fall of the European Communist dictatorships will save more money, more lives and more misery and create more opportunity to achieve the human dream on mainstreet America than any event in recorded history.

THE FUTURE - KEEPING THE PROMISE OF ADA. The President will work with the disability community to complete the edifice of empowerment of which ADA is the foundation. President Bush knows that ADA is a promise yet to be kept in terms of real life equality, jobs, prosperity for all Americans with disabilities. He knows that this promise cannot be kept simply by spending more money on traditional paternalistic

programs that provide segregated services for people with disabilities. The President will provide aggressive leadership for the development of a national policy of empowerment that embodies the principles of independent living and people first. There must be a full spectrum of public and private empowerment initiatives that enable all Americans to make the choices and access the resources necessary to take responsible control of their own services and destinies, to maximize their productivity, to get good jobs and to live lives of dignity and quality.

The President will continue to work with the disability community, business and government at all levels for the full and harmonious implementation of ADA with minimal litigation, expense and intrusive regulation, and maximal profit for people with disabilities and all Americans. The President will continue to empower people with disabilities as members of his administration, and in all federal agencies.

CHOICE: PROMISES OR RESULTS? President Bush has been a leader in elevating perceptions of people with disabilities from pitiful candidates for paternalistic charity, to fully equal, fully adult Americans, with potential to be fully productive participants in the mainstream. He refuses to treat us as children, to tell us that he can solve our problems for us. Instead he extends the hand of empowerment and partnership. He makes less promises than his opponent, but offers a record of historic achievement.

Our grandchildren deserve that we look beyond the polls, the promises and the media hype, and give soul searching consideration to choosing a President with proven ability to produce results. President Bush has produced results. ADA, empowerment, peace.



• **THE
CLINTON
RECORD**



• THE
CLINTON
RECORD

September 10, 1992

DRAFT

Governor Clinton and Disabled Americans

Clinton's Campaign Agenda Has Little of Substance For The Disabled

Clinton has said very little about the disabled during the course of the Presidential campaign, other than:

- "I would strongly support the Americans With Disabilities Act."
- "I would try to set an example by giving opportunities for employment in my administration to disabled people."
- "I would urge the American people to try to make use of everybody in this country."¹

The Clinton Record Demonstrates Limited Commitment to the Disabled

- o Arkansas has very few laws for the disabled. The two most recent were passed in 1989. Previous to that, most of the other major Clinton Administration legislation affecting the disabled was passed in 1979. The latest laws:
 - Architectural Barriers Accessibility Act of 1989 updated a 1967 law by setting the standards and specifics for handicapped accessibility in Arkansas - but only in a very limited circumstances: shopping centers, 200-seat capacity or larger theaters or auditoriums, medical facilities, and buildings over 20,000 sq. ft.² (Despite this law, Clinton's home, the 11,000 sq. ft. Governor's Mansion, remains inaccessible to the disabled).
 - Education for Disabled Children (1989), which required local school districts to provide "free appropriate education" to handicapped children.³ (Although this may seem quite generous to the handicapped at first, it leads to questions about why it took so long for Arkansas to pay attention to the needs of its disabled children).
- o It took a lawsuit initiated by the U.S. Department of Justice 1985 to ensure that illiterate or blind Arkansans received the rights ensured them by the federal Voting Rights Act in to having assistance in marking ballots.⁴
- o Disabled Benefits in Arkansas have been limited during the Clinton administrations:
 - In 1985, disabled persons received an exemption on state income taxes for only the first \$6,000 of disability benefits.⁵
 - In 1991, the Arkansas legislature passed a mere \$500 state income tax deduction for families that care for totally and permanently disabled children.⁶

- o And, in 1985, Clinton created yet another commission - this one to "enhance understanding" regarding disabilities. Called the Governor's Commission People with Disabilities, its 25 governor-appointee members were given 13 formal duties, all dealing with coordination, disabled liaison, stimulating interest, dispersing information, etc.⁷

Clinton Has Consistently Underfunded Arkansas' Disabled Programs

- o Each year in the 1980's, Clinton cut funding for the Arkansas Department of Human Services.⁸
- o In 1991, Clinton recommended only \$235,000 for the jobs program for the disabled when the State Department of Human Services and the Arkansas Senate agreed that it should be funded at \$1.3 million.⁹
- o In 1991, Clinton cut the state's Medicaid budget in response to new federal legislation intended to make the states carry their fair share of the Medicaid burden. The cuts meant that many disabled Arkansans who were living at home would have to move into institutions. It took wheelchair bound protestors from the Arkansas chapter of Americans Disabled for Attendant Program Today, chaining themselves to Clinton's office, to get assistance. In early 1992, Clinton telephoned from the campaign trail, cutting an \$80,000 deal to restore personal care funds for the disabled. He also formed yet another of his task forces - this one to help attain federal money for community-based programs for the disabled.¹⁰

Clinton Pays Attention to Poor State Services For the Disabled Only After Negligence and Tragedy Are Publicized

- o It took the tragic deaths of two disabled persons in 1986 to uncover and fix serious problems within the agency responsible for serving the disabled - Clinton's Department of Human Services:
 - The negligence and poor training of employees of DHS' Developmental Disabilities Service centers was uncovered only after Billy Bradshaw, a retarded patient in state care, wandered off from a DHS center in Arkadelphia and was found a week later after having drowned in a nearby lake.¹¹
 - Kevin Appleyard, another mentally disabled patient at another DHS facility, suffocated while being restrained by four employees of the center. This incident became so clouded with bureaucratic mistakes and negligence that it led the Appleyard family to sue DHS officials for criminal activity. This case led to a Grand Jury investigation of the Arkansas DHS.¹²
- o In 1986, federal inspectors found the Arkansas State Hospital - the major treatment site for the Arkansas disabled - to be in non-compliance with federal regulations. The hospital was decertified for poor record keeping, deficiencies in treatment plans, and staffing shortages, and federal funds were halted. Clinton declined comment except to say that the federal inspectors had cited record-keeping as a problem, not patient care. Corrections were eventually made, and federal funding was restored.¹³

DRAFT

- 1 CBS's Campaign '92 National Town Meeting, June 2, 1992
- 2 AR Act 691 of 1989
- 3 AR Act 703 of 1989
- 4 AR Act 1024 of 1985
- 5 AR legislators vote on 1772 bills, 4/7/85, AG.
- 6 New Laws, 3/27/91,AG
- 7 AR Act 911 of 1985.
- 8 Clinton's budget not enough...", 11/19/86,AG
- 9 Clinton's \$235,000 budget for jobs program rejected, 3/12/91, AG, and AR reports.
- 10 Disabled protest, 12/31/91,AP.
- 11 Aid for Developmentally Disabled Failing Clients, 5/8/86,AG.
- 12 No Evidence of Crime Seen in Patient's Death, 6/19/86,AG,and DDS Board Reinstates Center Superintendent Dr. Burbank Complies With Correction Plan, 9/28/86,AG.
- 13 Inspectors Seek Decertification of State Hospital, 7/24/86,AG.

July 30, 1992

WHY CLINTON SHOULD BE DEFEATED

Clinton is a failed governor from a small state.

He is a "tax and spend" ultra-liberal.

He has no experience in foreign policy — and he would decimate our national defenses.

His regulatory policies would destroy jobs and businesses.

His environmental record in Arkansas is abysmal.

On social policies, he is out of step with all but the extreme liberals in his party.

"I have a hunch," said George McGovern, the Democrats' radical 1972 presidential nominee, "that [Clinton and Gore] are much more liberal underneath and will prove it when they're elected." [The New York Times, 7/14/92]

JOBS AND THE ECONOMY

Clinton raised Arkansas' taxes and fees 128 times.

- Clinton fought to maintain a sales tax on groceries.

Clinton sees inflation as a tax advantage for state financing.

Clinton's economic plan would mean higher taxes, more spending, fewer jobs.

- Clinton's campaign platform calls for tax increases almost twice as large as those proposed by Walter Mondale and Michael Dukakis combined.
- Clinton also favors federal spending increases almost three times as large as those proposed by Mondale and Dukakis combined.
 - Clinton promises to raise \$154 billion in new taxes and spend \$220 billion.
 - By contrast, Mondale and Dukakis combined promised to raise \$85 billion in taxes and spend \$76 billion.

Clinton would raise taxes on individuals.

- Clinton wants a new top marginal income tax rate 16 percent over the current rate — from 31 to 36 percent.

Clinton opposes President Bush's proposal to help first-time homebuyers with a \$5,000 tax credit.

With Clinton as governor, Arkansas farm income has been meager.

- Arkansas real net farm income between 1984 and 1987 grew a mere 4 percent, only a sixth of the national growth rate of 24 percent.

Clinton would create a massive tax increase to pay for health care.

- Clinton's health-care plan is essentially the Democratic Congress' "pay or play" concept, imposing huge new costs on small businesses, ultimately costing jobs. The Joint Economic Committee (JEC) estimates that the first-year costs of a program could be as high as \$88 billion, with \$42 billion in employer costs.

Working Americans would lose pay and jobs to finance Clinton's health-care plan.

- At least 9 million Americans could lose wages or benefits — or lose their jobs entirely — because of the increased costs Clinton's plan would place on employers.

Clinton's would impose job-crunching regulatory monsters on American taxpayers.

- A 1.5-percent payroll tax to pay for a new national training trust fund.
- An 7-percent payroll tax for mandatory national health care.
- A mandatory increase to 45 miles a gallon in Corporate Average Fuel Economy (CAFE) standards.
- Cost and price controls on health care providers, health insurers and drug companies.

Clinton would let foreign bureaucrats regulate U.S. economy.

- Clinton said he would have "proudly" signed the various Rio Earth Summit treaties and other documents, which would force America's most internationally competitive companies to surrender valuable patents and "intellectual" property.

Clinton endangers public pension funds.

- Clinton would tap both private and public pension funds to finance "pork barrel" public works projects he proposes — diverting dollars now available for job-creating small business investment.

Clinton imperils future jobs.

- Clinton's mandatory national health care scheme would cost more than 712,740 jobs.

Clinton supports centralized industrial policy.

- Clinton advocates creation of a new research and development bureaucracy to pick economic winners and losers.

Clinton opposes tort reform.

- He supports the status quo for trial lawyers.

Clinton opposes the Balanced Budget Amendment to the Constitution.

Clinton flip-flops on free-trade pact with Mexico.

- Clinton endorsed U.S.-Mexico "fast track" negotiating authority, but now embraces the protectionist lead of House Democrat leader Dick Gephardt on the negotiations.

Clinton is a protectionist.

- In 1985, made two pleas for protectionist intervention.
 - Clinton urged President Reagan to place quotas on imported footwear.
 - Clinton urged Arkansas' congressional delegation to back a "fiercely protectionist" textile bill.

DOMESTIC ISSUES

Clinton practices revolving-door justice.

- Very few Arkansas prisoners serve full sentences. According to The Associated Press, a 1991 state study found that most served only between 6 and 18 months even though their sentences were much longer than that.

Clinton has a failed prison furlough program.

- Clinton has suspended Arkansas' prison furlough program — but only after a convicted contract murderer on furlough from an Arkansas prison hijacked an airplane and fled.

Under Clinton, Arkansas' violent crime nearly doubled in the last decade.

Clinton goes easy on drug criminals.

- In May 1985, Clinton refused to grant the extradition of a Little Rock native to New York on felony cocaine charges, saying that New York's mandatory sentencing for first time offenders was too harsh.

Under Clinton, Arkansas has the lowest spending on crime control.

- With Clinton as governor, Arkansas ranked at or near the bottom among the 50 states in terms of state funds spent on its justice system.

Mrs. Clinton, not the governor, interviews Arkansas judicial candidates.

- Arkansas attorneys predict she would do the same should her husband become president.

Gore, too, is soft on crime.

- Gore is the most liberal southern senator. He has voted against the death penalty, in favor of gun control, against a ban on flag burning, and against a ban on federal funding of obscenity.
- In 1990, *The National Journal* rated Gore 81 percent liberal and 0 percent conservative on social issues.

Clinton's "health care" program would be a costly bureaucratic nightmare.

- Clinton wants to establish a large health entitlement program and impose Draconian price controls on doctors and hospitals.

Clinton is no friend of working Americans.

- Clinton has tried to attract new business to Arkansas by publicly advertising it as a low wages and lack regulation state.
- "The National Safe Workplace Institute ranks Arkansas last among the states in workplace safety. The Southern Labor Institute ranked Arkansas 49th in overall climate for workers." [*The National Safe Workplace Institute*, Basic Information on Workplace Safety and Health, January, 1992]

Clinton's and Gore's radical environmental standards could cost American workers as many as 300,000 jobs.

- Clinton and Gore want to make a CAFE (corporate average fuel economy) standard of 45-miles-per-gallon fuel mandatory — forcing the American auto industry to produce smaller, lighter cars less protective in accidents and regardless of consumer preferences.

Clinton opposes education vouchers for religious schools.

- Clinton opposes President Bush's proposal to empower parents to choose the schools their children attend — public, private or religious.
- Clinton opposes a constitutional amendment to allow voluntary school prayer.

Clinton would not reform Congress.

- Clinton opposes congressional term limits.

Clinton's health-care record is disastrous for Arkansans.

- Arkansas ranks at or near the bottom among the states:
 - 49th in death rates of children.
 - 45th in babies born with low birth weight.
 - 47th in the violent death rate for teens.
 - 47th in births to single teens.
 - 45th in the well-being of children (down from 43rd last year).

Clinton has a failed education record.

- Under Clinton, Arkansas ranks:
 - 49th in teacher pay.
 - 47th in per capita state and local spending for education.
 - 43rd in per capita spending for higher education.
 - 5th highest in the rate of adult illiteracy.
- When Arkansas' high school graduates get to college, three out of every four require remedial classes — twice the national average.

SOCIAL POLICY

Clinton favors abortion on demand, endorses the Freedom of Choice Act, and supports repeal of the Hyde Amendment.

- Clinton is an ultra-liberal on social issues affecting traditional family values.
- Clinton supports a pro-abortion "litmus test" for judicial nominees.
- Clinton supports routine condom distribution to school children.
- "Clinton opposes parental and spousal consent laws as well as federal parental notification requirements."

Clinton has failed to address his own state's urban problems.

- Clinton's own administration admits that Arkansas has the nation's highest teen pregnancy rates among blacks and second highest among whites.
- Arkansas ranked 34th in infant mortality in 1989.

With Clinton as its governor, Arkansas is:

- One of only two states without a civil rights law.
- One of only nine states without a law banning housing discrimination.

Clinton supports quotas.

- Clinton's Democratic Leadership Council endorsed an anti-quota resolution at its 1991 convention — *BUT* Clinton that same year signed Arkansas Acts 1163 and 1164 specifically mandating racial quotas for teachers/administrators and appointments to a state board. [DLC source: *The New American Choice*, 5/7/91]
- Only after Clinton began testing the waters for a presidential campaign last year — and the issue of "race-norming" tests gained national attention — did Clinton end Arkansas' use of the practice in filling state jobs.

In Clinton's Arkansas, some people are more equal than others.

- Clinton endorsed the Equal Rights Amendment — but he has never signed a civil rights law in Arkansas. There is none.

FOREIGN POLICY AND DEFENSE ISSUES

Clinton has no credible experience in either defense or foreign policy.

- Clinton's only hands-on experience was as an intern nearly 25 years ago on the staff of Arkansas Senator J. William Fulbright, a leader of the anti-Vietnam War movement.

Clinton would decimate America's defenses.

- Clinton plans to cut the defense budget by more than one-third (\$100 billion) — cuts twice as deep as those proposed by President Bush.

Clinton waffled on the most important national security issue in years.

- Clinton talked out of both sides of his mouth on whether to kick Saddam Hussein's Iraqi army out of Kuwait.

Could Clinton — as a commander-in-chief who ducked the Vietnam War draft — ever call on young men and women to defend their country?

- During the Vietnam War, Clinton cleverly rigged it so he would not be drafted. He let others go into combat in his place.

Bill Clinton's Arkansas 'Handicappists extraordinaire'

A personal view of reality and reflection on recent Arkansas history

By Delbert O. Lewis

Before my retirement after 18 years with Arkansas state government, my work took me to about 35 states. But I never found any place more inaccessible, hostile and dangerous to people with physical disabilities than Bill Clinton's Arkansas.

For years I allowed myself to be Governor Clinton's "token cripp" until his policies stalled, then killed, Arkansas' fledgling disability rights movement and I refused to be exploited by him any longer. Sadly, there are now plenty of disabled self-serving political opportunists more than happy, even enthusiastic, to be manipulated by the Clinton establishment.

With the exception of the Arkansas Advisory Committee to the U.S. Commission on Civil Rights, practically every state regulatory and advisory board and commission, as well as the state bureaucracy, is controlled by Clinton appointees. The nation can look at Arkansas' historic pattern of Clinton management to predict what will happen if he is elected president.

Like many Americans today, I was once enamored of Bill Clinton and honored, proud and delighted to be his hardworking supporter. My admiration and respect for him began in the late 1970s when, as Arkansas attorney general, he voluntarily simulated a disability by spending the day using a manual wheelchair during the first "Barriers Awareness Day." I hoped the participant's new "awareness" would translate into future access and equal opportunity for everyone in our state, including those of us who use wheelchairs.

I eventually figured out that our state's best and brightest leaders were merely using the event to get publicity. As soon as the television lights were extinguished they went right back to their inaccessible, discriminatory business as usual. Although I observed such subterfuge by many officials, especially Little Rock's leaders, my admiration, respect and support for Mr. Clinton himself never wavered.

only training program for psychiatric nurses in the state was terminated.

My former employer — the award-winning, nationally recognized Arkansas Division of Rehabilitation Services, which provides education, training and vocational services to adults with disabilities — was submerged in the state welfare system instead of being reorganized into the Department of Education where it belonged, as recommended by the state legislature. Offices were relocated and cost per square foot doubled for space that was less accessible to people with disabilities. Cost per telephone line went up 500% — when the unnecessarily complex, mostly unneeded new phone system even worked. Frequently the cellular phone on my electric wheelchair (one of the first in the nation) was the only communication with our floor. I used it once to call for help from inside a stuck elevator at our "new and improved" location.

The extra (wasted) money could only come from cuts in services to our most vulnerable citizens to make Clinton's legislator and business friends wealthier and his bureaucrats more influential — but that mattered not to Mr. Clinton and his key administrators, who now claim staff and service cuts are due to reduction in Medicaid reimbursement. Even while members of Americans Disabled for Attendant Programs Today (ADAPT) were occupying the governor's office last December to protest budget cuts placing them in jeopardy of institutionalization — at much higher cost to the state — a high-ranking Clinton appointee (from another state) was conniving to upgrade a long-vacant position to a higher pay scale and fill it with a "special friend." He paid him a starting salary at the top of the state pay schedule — a salary I had worked over 18 years to almost attain. By the time the second round of disability demonstrations protesting budget cuts occurred last spring, the special friend was on board and receiving his high salary while doing much less



Delbert Lewis, Moderator,
Barriers Awareness Day

With few exceptions, even Bill and Hillary's progressive education reforms conveniently left out intelligent, mentally alert but physically disabled Arkansans. Neither local school systems nor institutions of higher learning are required to comply with all access regulations. The local NBC affiliate reported on a paraplegic student at the University of Arkansas at Pine Bluff who was required to crawl up stairs to a computer lab and get a passerby to carry his wheelchair up after him — fully 10 years after Bill Clinton became governor, and fully 10 years after such disgraceful practices were prohibited by Section 504 of the Rehabilitation Act, practices now also prohibited by the Americans with Disabilities Act (ADA).

There is no independent watchdog agency to monitor construction by Mr. Clinton's influential big-business friends for compliance with state and federal access laws. In Bill Clinton's Arkansas, there is absolutely no one to turn to for redress of grievances.

Why are state and federal access laws, Section 504 and the ADA so blatantly disregarded after we practically shouted from the rooftops? Could it be that Clinton's special friends around the state do not care about and/or do not want access and first-class citizenship for everyone — and build the space they lease to state agencies accordingly? Yet Mr. Clinton's State

lected. And, I have personally been left stranded to freeze to death by the side of the road when police refused to help or permit others to help my broken-down van. It is hard to describe my feelings of desperation, abandonment and hopelessness as I watched the wrecker drive off into the distance upon orders from the Little Rock Police Department.

All I have ever asked was the opportunity to prove myself capable of competing without the deck stacked against me. I can and will be a productive, contributing citizen — if treated fairly, with access to all places where ambulatory people take equal treatment for granted.

Because of my belief, trust and admiration for Governor Clinton it is doubly hurtful to know that so many people have been used and discarded by him (and that doesn't even count Sally Purdue and Jennifer Flowers). He broke my heart when he and his key advisers, whom I once called "friends," betrayed our trust and destroyed the contributions of a whole generation of wonderful people.

I realize "facts" about Slick Willie's antics don't mean much to Americans since people only want to hear his rhetoric and continuing promises instead of observing what he has really done. Far better writers than I have long documented what was really happening in Bill Clinton's Arkansas. The August 2,

title Rock's leaders, my admiration, respect and support for Mr. Clinton. I decided to devote my little energy and money to specific advocacy efforts to change policies of Clinton's power base at the time: the Arkansas Democratic Party, especially the Young Democrats (YD). Then as now, Clinton promised his policies would "bring everybody up." I dreamed of and worked hard for my (and, I mistakenly believed, "our") vision of the future, and dreamed that perhaps someday (a fancy 10 years ago) I might even influence the direction of our nation if Bill Hillary Clinton successfully attained higher office. Long ago I admired Hillary at least as much as Bill.

Although I was supporting my elder mother and myself on a low-level state employee's salary, I paid to attend Bill Clinton's inaugural ball(s), fund-raisers and special events. I was frequently the only wheelchair user at his inauguration ceremonies.

As a Young Democrat I was asked to write the "disability plank" of the Arkansas Democratic Party platform in honor of Governor Clinton's early campaigns. Once, while I was at home recuperating from an auto accident, a YD called to say he needed the plank for a meeting the next afternoon. I managed to work through most of the night and had a handwritten document ready by dawn the next day. I was later told the policies and doctrine I wrote into the plank were adopted as part of the Arkansas Democratic Party platform and could be implemented if Governor Clinton were re-elected. He was — the plank wasn't.

I remember one occasion when the presiding officer at a YD convention said, "Everyone in favor of this motion, please stand up."

I yelled from my wheelchair, at the edge of the crowd, "Mr. Chairman, none of us can't do that. Won't you please ask for another sign."

He then said, "Would all those in favor please signify by raising your right hand." Everyone did. They later thanked me for bringing such things to their attention.

That was about the last time Clinton's policy paid any meaningful attention to what was obviously best and right for Arkansans with disabilities. Within a few years they had killed efforts to achieve first-class citizenship for the disabled, dismantled previous efforts to achieve a "barrier-free environment" and begun the disastrous reorganization of the billion-dollar Department of Human Services. They "improved" its efficiency in ways that led to the terrible waste and mismanagement documented in numerous recent news stories. His other "improvements" included forced unpaid furloughs for thousands of state employees, layoffs, and reductions in desperately needed services to our most needy disenfranchised citizens — while claiming the policy was better than ever. At the beginning of the crisis Clinton's expert bureaucrats even wanted to abandon patients and clients of state institutions requiring 24-hour care/services. The

budget cuts occurred last spring, the special friend was on board and receiving his high salary while doing much less work than his predecessor. Is this what Bill Clinton means when he touts welfare reform?

For a decade, dedicated, highly qualified professionals and well-trained disabled consumer advocates provided Clinton with the highest quality research, recommendations, policy guidance and advice on civil rights, access, education and human service issues. He has consistently and continuously ignored or misinterpreted the recommendations in favor of policies which benefit his politically influential friends and supporters.

The sacrifice, contributions and progress made by a generation of wonderful people who are no longer with us have been betrayed by the current crop of political opportunists and instant experts who have for so long ignored the issues — people now attempting to rewrite history by suddenly pretending to discover access, disability, and human and civil rights. The same politicians, legislators and advocates who refused to even listen, let alone act, are the primary cause of the Arkansas government's mismanagement, degradation of essential disability services and education, lack of access, increasing discrimination and exclusion, and perpetuation of welfare dependency among potentially productive citizens.

It is Governor Clinton's de facto state policy to require people with the greatest mobility problems to travel the longest distances over the most circuitous, dangerous routes — usually in the shortest periods of time. The right to independent mobility and first-class citizenship, quality education and services are regularly sacrificed on the altar of political opportunism and expediency. I have not found a single state building or facility that complies with all state and federal minimum access and civil rights laws.

ship for everyone — and build the space they lease to state agencies accordingly? Yet Mr. Clinton's State Building Services still rents the space! What better way to keep us in our place than building and leasing space that does not comply with minimum access standards? It is evident that unrammed curbs, heavy or narrow doors, inaccessible restrooms, high counters and narrow parking spaces combine to be just as effective at keeping us out as a "whites only" sign keeps out others. Is this Governor Clinton's real game plan for America?

His Democratic appointees are even getting national awards and recognition from the Republican President's Committee on Employment of People with Disabilities.

We can only speculate about the real reasons behind all this inaccessibility and noncompliance, but I feel it is self-evident what is really going on and why. The Wedtech and BCCI scandals would feel right at home in the empire that is Bill Clinton's Arkansas today.

This is doubly tragic for Arkansas because we have the highest per capita number of working age (16-64) people with disabilities in the nation. Arkansas is second only to Florida in per capita number of persons over 60 with the mobility impairments inherent to advancing age. Concurrently, Arkansas ranks fifth in per capita number of unemployed people with disabilities — with over 66% of us without work but saying we want to work. About 80% of women of color with disabilities are unemployed. Arkansas has one of the highest per capita industrial and agricultural accident rates, so the number of people with disabilities steadily increases.

Governor Clinton has set the tone for "handicappism" and oppression for all nonconformists. Bill Clinton's Arkansas remains one of only four states without a state civil/human rights commission. Gay and lesbian leaders complain about bashing by police, and that their issues remain neg-

far better writers than I have long documented what was really happening in Bill Clinton's Arkansas. The August 2, 1992 *Arkansas Democrat-Gazette* contained a series of editorials and columns about the real Bill Clinton.

Guest columnist Paul Greenberg wrote:

The charge that Bill Clinton is a closet liberal does him too much credit. It implies that somewhere he has an identifiable political philosophy. Who would believe that? Open his political closet and there's nothing there. Or rather, it's crammed full of political identities for every occasion... Then and now, Bill Clinton's chief political principle has been his own political advancement.

And associate editor Meredith Oakley stated:

"Waffle Willie" Clinton's the only man I know who can make a pronouncement before a group of people and leave each of them with a different impression of what he said.

I never thought I would agree with a conservative like the beautiful Meredith Oakley, but she sure hit the nail on the head this time. Politics does indeed make strange bedfellows, especially when folks tell the truth together.

The standing joke among state employees is that they hope Bill Clinton will be elected to national office so he will leave and do no more damage to our beloved state. I just wish more people would see through his unceasing rhetoric, understand his history, and hold him accountable.

National political pundits are eminently accurate when they say, "Bill Clinton is the failed governor of a small state." Amazing.

Delbert O. Lewis — a member of the Arkansas Advisory Committee to the U.S. Commission on Civil Rights — is a former Arkansas state employee and a longtime activist for the rights of the physically challenged. He contacted the National Alliance after reading our coverage of the Sally Purdue scandal.



Governor Bill Clinton at Barriers Awareness Day, 1979.

BACKGROUND

September 16, 1992

Issues Office

BUSH
QUAYLE
92

CLINTON'S NEW AD: ANOTHER STRAIN ON THE TRUTH

"We need fundamental change."

- o We need the right kind of change -- the kind of change that creates jobs, lowers taxes, reduces the budget deficit, empowers Americans to force cuts in federal spending, and gives Americans affordable health care and new choices in education and housing. In each of these areas the difference between the change that George Bush will bring, and the change that Bill Clinton threatens, could not be more clear:
 - George Bush has presented an Agenda for American Renewal that will create jobs by opening foreign markets, reducing taxes across-the-board, and creating new incentives for business investment. Bill Clinton cannot decide whether or not free trade in North America is a good thing, and has promised to impose new payroll taxes on every working American and to hike income taxes on over 800,000 small businesses.
 - Bill Clinton has no real plan to cut the deficit. He will hike taxes in excess of \$150 billion over four years and spend another \$220 billion on new government programs -- not to mention another \$200 billion on government-run health insurance. Massive defense cuts to pay for massive new government bureaucracies will put one million Americans out of work while expanding the reach of federal bureaucrats into Americans' daily lives.
 - Fundamental change means ending the gridlock in Washington that has resulted from Democratic control of the Congress. With Bill Clinton in power, and Democrats still in control on Capitol Hill, taxpayers can expect a nightmare of higher spending, higher taxes, and bigger government.

"I've offered a comprehensive plan, a real plan to rebuild America."

- o The only truly comprehensive plan offered this election is President Bush's Agenda for American Renewal. Bill Clinton's plan does not:
 - provide an integrated agenda for linking economic, domestic and foreign policy;
 - discuss trade, or the need to open new markets for American goods to create jobs;
 - the need to limit the growth of entitlement spending to reduce the deficit;
 - explain how he will reduce the Nation's debt while increasing spending more than revenues, and imposing taxes on businesses that will slow economic growth.
- o Clinton's plan has been widely criticized for the fact that its numbers "do not add up" (Committee for a Responsible Budget), it constitutes "economic fantasy" (Newsweek), and for "its rich larding of sham and evasion," (New Republic).

"... create eight million new jobs ..."

- o Bill Clinton's plans for bigger government and higher taxes will actually cost 2.6 million jobs:
 - Clinton's health care payroll taxes will cost 700,000 jobs in the near term -- a number reinforced by the Office of Management and Budget, the Minority Staff of the Joint Economic Committee, and surveys of small business owners. These new payroll taxes, in addition to payroll taxes for job training and new taxes on business, will cost 1.3 million jobs.
 - Clinton's proposal to increase auto efficiency standards radically (made at a speech at Drexel University on April 22, 1992) will cost 300,000 jobs. Those losing jobs will include workers on auto assembly lines as well as workers at factories supplying auto parts. Clinton's plan to slash defense outlays by \$58.5 billion more than the President will put another 1 million Americans out of work.

"... invest in education and job training ..."

- o George Bush has increased the budget of the Department of Education by 43 percent -- more than for any other cabinet agency. The President has invested a record amount in education, from Head Start to student loans.
 - Clinton, in contrast, has done little to "invest in education" in Arkansas: after 12 years of his "leadership" the state ranks 48th in per pupil expenditures, 50th in teacher pay, and 43rd in per capita spending on higher education. Arkansas' college test scores are among the lowest in the U.S. and falling; 77 percent of Arkansas high school graduates require remedial classes once they get to college -- twice the national average.
- o The President has laid out a plan for universal job training that would make available skill grants of up to \$3,000 per person. Clinton's plan, typically, hinges on a payroll tax hike of 1.5 percent, which would inevitably cut the take-home pay of the very workers Clinton claims to be helping.

"... ensure quality, affordable health care for all."

- o Bill Clinton's play-or-pay health plan will reduce the quality of U.S. health care by resorting to rationing and price controls, and a government commission to run the entire system. American workers will think twice about how "affordable" Clinton's plan is when they realize it will be paid for by a 7-9 percent payroll tax that will come out of their wages.
- o Clinton's play-or-pay plan will cost at least 700,000 jobs. Small business owners have said the job loss may even reach 2 million.

"We're going to ask the rich to pay their fair share, so the rest of America can finally get a break."

- o Bill Clinton has an odd definition of "rich" since his plan will tax every American with a job. His new payroll taxes to pay for government-run health insurance and job training will take money right out of the pockets of every working American. The average worker will lose \$1,700 annually.
- More than two-out-of-three of those hit by Clinton's higher income taxes are small business people and family farmers. Over 800,000 small businesses and farms will suffer. Some fairness.
- Since, even with these taxes, Clinton's budget figures still do not raise enough to pay for his spending promises, it is clear that his higher income tax rates will reach well into the middle class.

"A plan to put government back on your side ..."

- o Bill Clinton, the man who pulled every government string he could find to void his draft notice, pressure his way into an ROTC deferment, and then cover up the truth, would now have the American people believe he is the only one who can put government on their side. Granted, Clinton has shown an ability to manipulate government for his own personal purposes, but that is hardly a qualification for President.
- o Bill Clinton will do far more than put government on "your side." He will put government into doctors' offices, into children's schools -- even the cars Americans drive. Massive new government-run health insurance will let bureaucrats determine what kinds of health care treatments Americans can receive; more power to education bureaucrats will take power away from parents to force school reform; and, radical increases in auto efficiency standards will force Americans to buy smaller, less safe cars.

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BACKGROUND

BUSH
QUAYLE
92

Issues Office

September 17, 1992

RESPONSE TO DEMOCRATS' CLAIMS ON MEDICARE AND VETERANS' CUTS

Clinton claims that the President will cut Medicare benefits for senior citizens.

FACT:

- o President Bush has never proposed cuts in Medicare benefits for senior citizens. In fact, the President has publicly stated that he will not cut such benefits. As the President said, in introducing his Comprehensive Health Reform Program, "We will not -- repeat -- not cut benefits."
- o In his Midsession Review of the Budget, the President proposed to limit the growth on entitlements spending to the growth in inflation plus the growth in the benefit population. The President specifically excluded Social Security from the entitlements cap.
 - In essence, the President's entitlement's cap will do exactly the opposite of what Clinton claims -- it will give senior citizens the security that money will always be available for cost of living increases, and to compensate for increases in the beneficiary population.
- o Bill Clinton's commitment to protecting Social Security benefits is murky. In 1986 Clinton said that he would be willing to "swallow federal budget cuts as long as other federal aid recipients, including Social Security beneficiaries, share in the sacrifice," [emphasis added, Arkansas Gazette, 2/26/86]. In June 1992, Clinton said that he would extract more sacrifices from well-to-do retirees by taxing a higher percentage of Social Security benefits.
- o The President's plan to reform health insurance will cut the growth in health care costs without requiring a cut in Medicare benefits.
 - Savings that need to be realized through Medicare can be attained through administrative cost efficiencies and reduction of fraud in Medicare purchases of medical equipment.
 - No senior citizen will have any benefits reduced as part of health care reform. In fact, senior citizens could save money as a result of possible Medicare reforms -- due to lower coinsurance payments and lower Part B premiums that automatically result from many supplemental medical insurance reforms.

-MORE-

Clinton claims that the President would cut veterans benefits:

FACT:

- o President Bush has expanded, not cut, veterans' benefits, signing into law a comprehensive benefits package for veterans of the Persian Gulf War and implementing a series of new employment and educational programs designed to assist veterans.
 - President Bush proposed \$12.3 billion in fiscal year 1992 to fund compensation payments for some 2.2 million disabled veterans. For FY 1993, the President proposed another \$12.3 billion for the payment of compensation, pensions and burial benefits to veterans and survivors. Compensation is also paid to veterans for disabilities incurred in or aggravated during military service. (1993 Budget, p. A1-826).
 - President Bush signed benefits packages for Persian Gulf veterans including readjustment counseling, guaranteed home loans, insurance programs, and the extension of benefits to their survivors.
- o The Democrats' charge is false and misleading, and they know it. The proposal to "end compensation for low-rated disabilities" and "to end disability benefits for low-rated disabilities" included in the President's Midsession Review of the Budget is clearly marked as a proposal by the Democratic-controlled Congressional Budget Office -- not the President.
- o Again, the Democrats are grossly distorting what the President's cap on the growth of entitlements would do. It would restrain growth in mandatory spending -- as much as \$294 billion over five years. These savings, along with those made possible by the President's tax form check-off and a line-item veto would ensure that the federal budget would be balanced in five years, and that the national debt would be reduced. For our children's future, restraining the growth in these programs without affecting cost-of-living adjustments for present beneficiaries, is a national imperative.

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BACKGROUNDER

September 10, 1992

Issues Office

BUSH
QUAYLE
92

A SUMMARY OF THE CLINTON ECONOMIC PLAN: HIGHER TAXES, FEWER JOBS

Bill Clinton is selling his "National Economic Strategy" as a way to "put people first," but he is really trying to put one over on the American people.

- o Taxes: Clinton unabashedly proposes the largest tax increase in American history, at least \$150 billion over four years.
 - That's before counting the cost of his health care plan, which could add another \$80 billion in taxes. New taxes and mandates on business could alone cost American businesses \$101 billion next year, 54% of their 1991 profits.
- o Spending: Clinton's plan will not cut spending. In fact, Clinton proposes to increase spending by at least \$219 billion.
 - Of his supposed \$145 billion in spending cuts, \$61.3 billion are generated through ill-conceived additional defense cuts, and another \$57.5 billion consists of fraudulent gimmicks which will produce no real savings.
 - Including Clinton's play-or-pay health care plan, the total spending increase could reach \$416.5 billion.
 - Clinton acknowledges he would add one trillion dollars to the national debt over the next four years. On top of this, his program would likely squander another \$200 billion in additional deficit spending.
- o Job Destruction: Clinton's strategy would cause 2.6 million jobs to be lost:

Additional defense cuts	1,000,000
Play-or-Pay health care	700,000
Business tax increases	300,000
1.5% payroll tax mandate	300,000
Higher CAFE standards	300,000
Total	<u>2,600,000</u>

- o Clinton's "investment" is a code word for more government spending
 - and new spending financed by higher taxes is no "investment" in America's future.
 - Clinton's few growth-oriented policies are largely Republican proposals that have been consistently blocked by Democrats in Congress.

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Agenda for American Renewal

September 10, 1992

- Voters face a clear choice between two agendas for America. It's George Bush's central beliefs as outlined in his *Agenda for American Renewal* -- less taxes, less spending and less government -- versus those of Bill Clinton: more taxes, more spending, and more government.
- Bush's *Agenda for American Renewal*, a plan to ensure a solid economic future for all Americans, lays out how President Bush is preparing America to fight and win the global economic competition. The President's approach is comprehensive and integrated -- and it will work.
- President Bush understands that our renewal depends on economic growth. And he's set a goal -- to nearly double the size of our economy, to \$10 trillion, by the first years of the 21st century. He knows the American people are up to the challenge.
- President Bush understands the economic problems facing the American people. He understands that for Americans to have jobs and good wages, businesses must succeed. Business needs: capital and incentives; lower taxes; enterprise zones; a permanent r&d tax credit; a lower capital gains rate; and reform of our legal system.
- President Bush's *Agenda* will renew the economy, "right-size" government, and sharpen business' competitive edge. It will provide: An across-the board tax cut; caps on the growth of non-Social Security mandatory spending; a 10-percent checkoff box on tax returns so people can force Congress to cut spending; a lower capital gains tax; an increase in the personal exemption and tax credits for first-time homebuyers; Presidential line-item veto authority, and a Constitutional amendment to balance the budget.
- With a new Congress coming to Washington - including as many as 150 new members - the President will work with the new Members to push through his specific proposals in the first year of his second term.
- Bill Clinton's "Putting People First" is hardly an agenda for economic renewal. Clinton calls for the largest tax increase in history (\$150 billion), more than \$220 billion in increased government spending, more burdensome mandates on businesses and workers, and government-run health care.
- Clinton's plan will result in economic meltdown -- an estimated 2.6 million people will lose their jobs due to Clinton's higher taxes and burdensome mandates.
- This is the difference: President Bush's *Agenda for American Renewal* is a realistic plan for economic growth and winning the global competition. Bill Clinton's plan of higher taxes, more spending, and excessive government mandates will cripple industries and cost even more jobs.

BACKGROUND

August 25, 1992

Issues Office

CLINTON'S TAX INCREASE: NOT JUST BIG, BUT THE BIGGEST IN HISTORY

Members of the press and representatives of the Clinton campaign have argued that it is misleading to attack Clinton's proposed \$150 billion tax hike as the largest tax increase in history.

The Clinton Tax Hikes -- Largest Ever and Growing

Estimates by the Office of Management and Budget and the Congressional Research Service confirm that Clinton's tax hike will be the largest increase in history:

Measure	Year 1	Year 2	Year 3	Year 4	Year 5	4-year Total	5-year Total
Clinton	31.1	37.1	39.2	42.6	46.0 ¹	150.0 ²	196.0
1990 Budget	23.2	35.0	31.9	36.5	37.4	126.6	164.0 ³
Agreement	17.6	30.2	27.5	31.4	30.5	106.7	137.2 ⁴
TEFRA	* ⁵	17.3	38.3	42.2	52.1	97.8	149.9 ⁶
	*	18.0	37.7	42.7	51.8	98.4	150.2 ⁷

Understanding the Clinton Response

Clinton has responded that the Bush-Quayle campaign failed to

¹ Estimate by the Senate Budget Committee, Minority Staff. Clinton did not score his tax increases over five years.

² This is Clinton's own estimate of how much his plan would raise taxes, but does not include the \$80 billion in new payroll taxes which will be needed to fund his play-or-pay health care plan.

³ FY93 Budget of the United States, III-3

⁴ Congressional Research Service report 91-234E, Taxes: Significant Federal Tax Acts, 1954-1990.

⁵ TEFRA did not raise revenues in its first year. The 1990 Budget Agreement did, as would the Clinton economic plan. Indeed, as can be seen here, the Clinton plan would be the largest first-year tax hike in history.

⁶ FY 1984 Budget of the United States, IV-19

⁷ Same as footnote 4.

include in its calculations of his tax hikes tax cuts that he has proposed. This is because Clinton did not include his own tax cuts in his own plan's revenue calculations.

Given Clinton's insistence on including items (like tax cuts) that he has left out of his own plan, it is fair to consider other items that he has omitted:

- o Payroll taxes: Clinton's play-or-pay health care plan would require new payroll taxes of at least 7 percent. Clinton did not include these payroll tax hikes in his economic plan; yet, even he now admits that new payroll taxes would be necessary. The CBO estimates tax increases under a similar plan would total at least \$80 billion over four years.
- o Lost revenue from unemployment: Clinton admits his economic plan would cost defense workers their jobs -- by our estimate, one million workers. Clinton has not disputed this estimate, but has responded that his worker retraining program will retrain these workers. Perhaps. But, while job losses would be immediate, Clinton's "job training" scheme would not put Americans back to work for some time. Meanwhile, the federal government will lose payroll and income tax revenue but would have to pay unemployment compensation and retraining costs. These revenue losses are not included in Clinton's plan.
- o Attacked for raising taxes on over 800,000 small businesses the Clinton campaign claimed in a statement that Clinton would raise taxes only on the "wealthy by about \$83 billion." However, the same statement also claims that, "Overall the Clinton tax package raises taxes on the wealthy by \$22 billion." Is it \$83 billion or \$22 billion?
 - If Clinton believes his plan raises \$83 billion, then he is sticking to the numbers he included in his own economic plan, i.e. the Bush-Quayle campaign's calculations, sourced to Clinton's own plan, are valid.
 - If Clinton believes his plan raises just \$22 billion, then how could he ever hope to pay for his \$220 billion in new spending without increasing the deficit?

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